Einstein GPT – No need for developers to worry about it p52

Breaking boundaries: The remarkable impact of AI on content creation p62

Viewsonic XG2431 gaming monitor p74

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Out of the oven, into the refrigerator p58

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Honoring the best business solutions providers - Vol III

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COVER STORY:
ENTERPRISE CHOICE

Honoring the best business solution providers

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NEW **#PCQuestTroubleShoot**
p9

Viewsonic XG2431 gaming monitor
p74

EXPLORE

COVER STORY: ENTERPRISE CHOICE

CLOUD SERVICE PROVIDER (IAAS)
p12
AWS maintains its top position

ENTERPRISE RESOURCE PLANNING (ERP)
p16
Impressive sweep for SAP

CRM SOLUTIONS
p20
SAP dominates the CRM market

BUSINESS INTELLIGENCE / BUSINESS ANALYTICS
p24
Microsoft Power BI wins the trust of most enterprises

ARTIFICIAL INTELLIGENCE
p28
IBM Watson takes the crown

EMAIL SOLUTIONS
p32
Microsoft Outlook takes the lead

UNIFIED COMMUNICATION
p36
Microsoft Teams is the collaboration king

BANDWIDTH MANAGEMENT & MONITORING SOFTWARE
p40
SolarWinds NetFlow is the winner

FINANCE AND ACCOUNTING SOFTWARE
p44
Tally retains market leadership

VIDEO CONFERENCING
p48
Microsoft Teams is the new winner, overtaking Zoom

EMERGING TECH
p52
Einstein GPT–No need for developers to worry about it

SMART HOME
p66
Out of the oven, into the refrigerator

40 AI TOOLS
p62
Breaking Boundaries: The remarkable impact of AI on content creation

FORM IV (See Rule)

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The power of India Stack

India is home to the largest open API in the world. But it's not just about creating a record. India Stack been the backbone of the largest democratic identity ecosystem in the world: Aadhaar.

Aadhaar is a paper identity card and paperless too. It has been seamlessly integrated into other services like e-Sign, DigiLocker, eKYC, PAN, GSTN and CoWIN. CoWIN is being transformed with the Ayushman Bharat Digital Mission (ABDM). As you can see, it has a multiplier effect.

Around that time the National Payments Corporation of India (NPCI) was also created. The biggest hit out of the India Stack stable is UPI, which is probably India's best tech product and in terms of transactions has claimed the top spot in the world. Not only is it a success in both urban and rural India, but it is being adopted in many countries in the world. We are coming out with the Account Aggregator Network (AAN) that will help share financial data. This will greatly help the credit industry. So, there's the Open Credit Enablement Network (OCEN) too, as this acronym soup is powering the nation.

Digital Public Goods galore

Another future winner could be the ecommerce platform Open Network for Digital Commerce (ONDC), which was seen as the government's rival to Amazon and would give a level playing field to India's small-scale sellers. Interestingly, Amazon itself is joining ONDC, so that's going to be quite interesting. It is based on the Beckn protocol.

Think tank iSPIRT(Indian Software Products Industry Round Table) is one of the biggest proponents of the India Stack.

As you can see, the applications are endless and recently Bengaluru launched Namma Yatri, an Ola-Uber type service for autos. Within a very short time, tens of thousands of auto drivers jumped on to the bandwagon as did lakhs of users. All these are "Digital Public Goods", and one could say that India has emerged as a world leader in that.

The Indian government as a tech player seems to be competing with many private tech products and is actually doing a good job at it. It is also digitizing the basic functions of a government. That's why the term JAM trinity has come into play: Jan Dhan-Aadhaar-Mobile. Arguably without the economical smartphone and cheap mobile broadband, this revolution may never have taken place. Financial inclusion is not just a noble concept in India but an actual ground reality.

It is on the strength of all of the above results and those that are expected to follow in the coming decades, that we are aiming to be a tech-powered $10 trillion economy in record time!

Sunil Rajguru

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What is the best alternative to a MacBook Pro for creative professionals?

■ *Prabhath Mohan Krishna*

There are many alternatives to a MacBook Pro for creative professionals, some popular options include the Microsoft Surface Book,HP EliteBook, Dell XPS, and Asus ZenBook Pro Duo. Each of these models has strong hardware components and features geared towards creative work, such as high-resolution displays, powerful CPUs, and dedicated graphics cards. Ultimately, the best alternative to a MacBook Pro will depend on personal preferences and specific needs in terms of software and hardware requirements. But, the best alternative will depend on factors such as budget, specific needs (e.g., display quality or performance), and personal preferences.

Why do professional photographers use Apple desktop & laptops for photo editing?

■ *Dandamudi Nanisetty*

It's a common misconception that all professional photographers exclusively use Apple systems for photo editing. In reality, many creative professionals, including photographers, use Windows laptops and desktops for their work. While some do prefer Apple computers for their high-quality displays, user-friendly software interface, seamless integration with Apple's software and hardware ecosystem, and overall reliability, it's important to look beyond the brand when choosing a laptop for photo editing.

Windows-based laptops from brands such as Dell and HP are popular choices for photo editing among professionals due to their flexibility and wider range of software options available. While Apple has limited options in terms of software, Windows-based computers offer more versatility in terms of available software. It's essential to consider the specific needs of the individual and the software they require when selecting a laptop for photo editing.

Which laptop would be suitable for a creative professional indulging in medium gaming?

■ *Alee Qureshi*

As a creative professional, you require a laptop with specs that can fuel your creativity. You need a top-of-the-line CPU, at least 16 GB of RAM, a powerful dedicated GPU, an excellent display, and long battery life with the latest connectivity features. I recommend checking out the Dell XPS 15, HP Spectre x360, or Asus ZenBook Pro Duo.These laptops have high-end hardware components, including powerful CPUs and dedicated graphics cards that can handle both photo editing and gaming tasks. Ultimately, the best choice will depend on personal preferences and specific needs in terms of software and hardware requirements.

Do creative professionals prefer working on a laptop or on a desktop?

■ *Asim Sahil*

That's a very subjective question. If the creative professional is mostly sitting in front of his desk, then a desktop makes more sense. However, if the professional needs to move around a lot, then laptop is better. Options are available for both. For instance, for mobile creative professionals, the HP ZBook series of Mobile workstations are a good choice as they are really powerful and stable machines. Similarly, there's the Z series of desktop models from HP, which are powerful and have the added advantage of being more upgradeable.

Honoring the best business solutions providers

Satya Sundar Mohanty, CyberMedia Research
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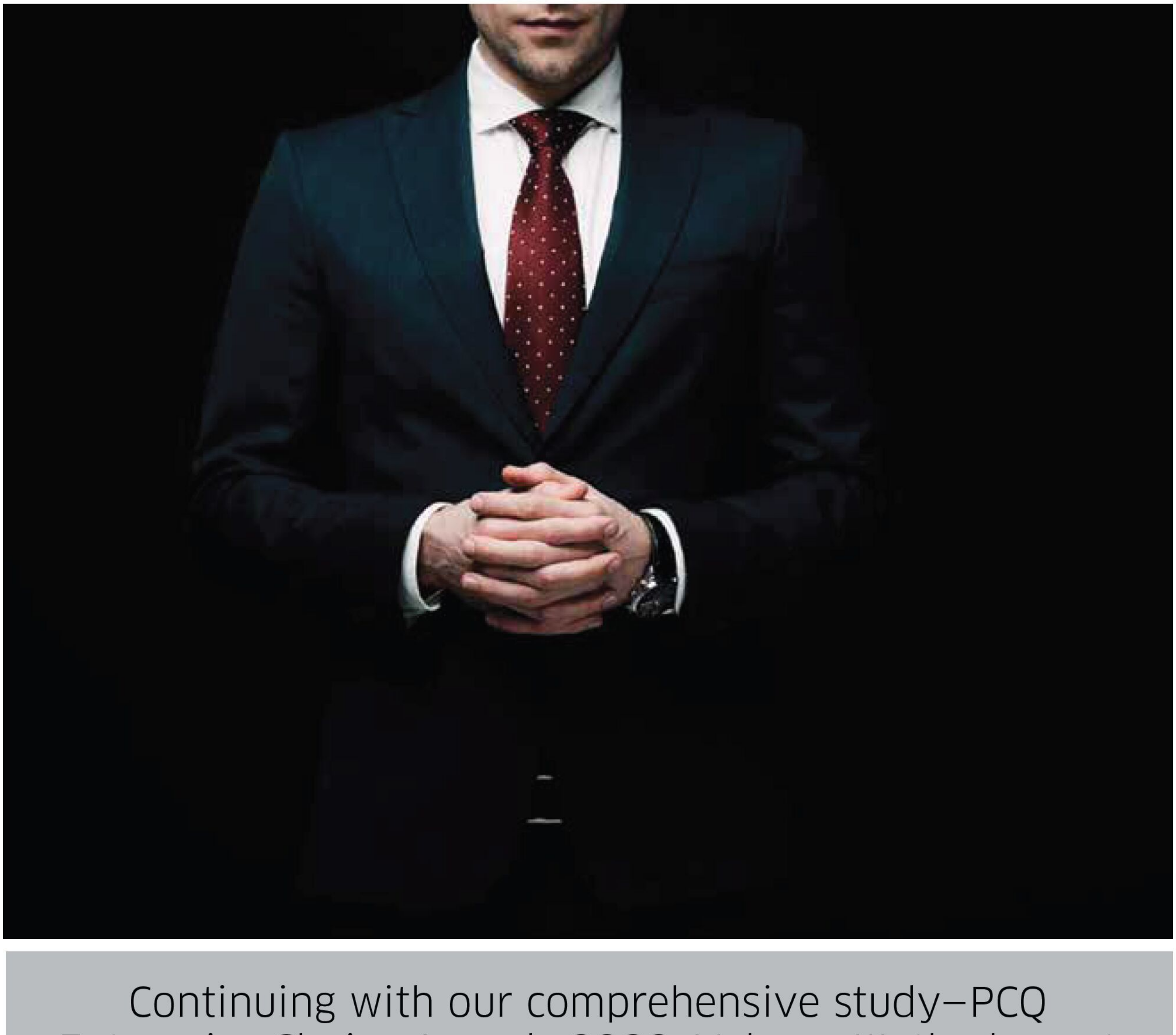

Continuing with our comprehensive study—PCQ Enterprise Choice Awards 2022: Volume III, the largest Enterprise Choice Awards of its kind in India, undertaken by CyberMedia Research (CMR), covering as many as 1,024 enterprises

In volumes I and II of PCQ Enterprise Choice Awards 2022, we covered 10 enterprise solutions, where we determined factors why they chose their existing solutions and what they will prefer in the future.

Vol 1 Awards Categories (Past Issue)

1. Commercial laptop
2. Commercial PC
3. Server
4. Networking products

Vol 2 Awards Categories (Previous Issue)

1. Network-attached storage
2. Virtualization
3. Enterprise Security solutions
4. Data centre service providers
5. Software-defined storage
6. Enterprise cloud-based storage

In the PCQuest Enterprise Choice Awards 2022 Vol – III, we evaluate the products and solutions that enterprises have adopted and are likely to consider in the future. This comprehensive study covers 1,024 enterprises across all major verticals such as Manufacturing, BFSI, IT/ITeS, Education, Healthcare, Retail, Media, FMCG etc.

EMPLOYEE SIZE OF ENTERPRISES	
< 100	98
100 - 250	145
250 - 500	113
500 - 1000	165
1000 - 2000	126
2000 - 5000	159
> 5000	218
Total	**1024**

Dimensions	Weights
Awareness	30%
Usage	30%
Future Consideration	40%

The selection of the winners is backed by the largest enterprise product survey of its kind in India, conducted by CyberMedia Research (CMR).

Volume III of PCQ Enterprise Choice Awards 2022 aims to understand the trends in the enterprise solutions market.

PCQ Enterprise Choice Awards is the only and largest survey that determines the factors influencing professionals' choice of existing products and solutions, and their future preferences. The survey identified the top brands across 20 different categories. Based on the survey results, the winners have been determined.

We present an in-depth analysis of awareness and usage of various solutions along with the reasons for adoption, familiarity index, and future preferences. Check out the winners in each category.

Vol 3 Awards Categories

1. Cloud service provider (IaaS)
2. Enterprise Resource Planning (ERP)
3. CRM solutions
4. Business intelligence / Business analytics
5. Artificial intelligence (AI)
6. Email solutions
7. Unified communication
8. Bandwidth management and optimization
9. Financial & accounting software
10. Video conferencing

CLOUD SERVICE PROVIDER (IaaS)

AWS maintains its top position

Satya Sundar Mohanty, CyberMedia Research
Ashok Pandey, PCQuest
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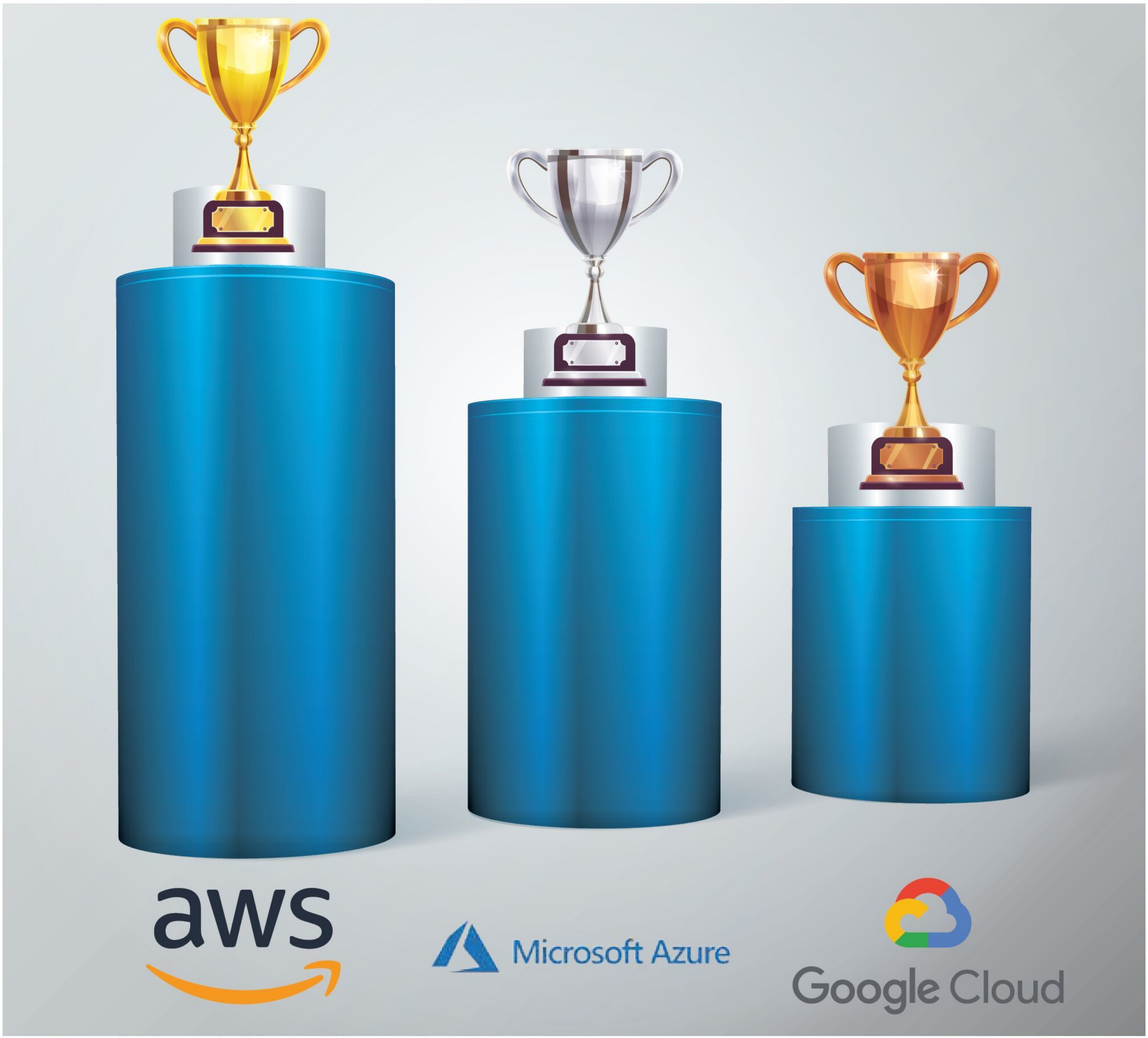

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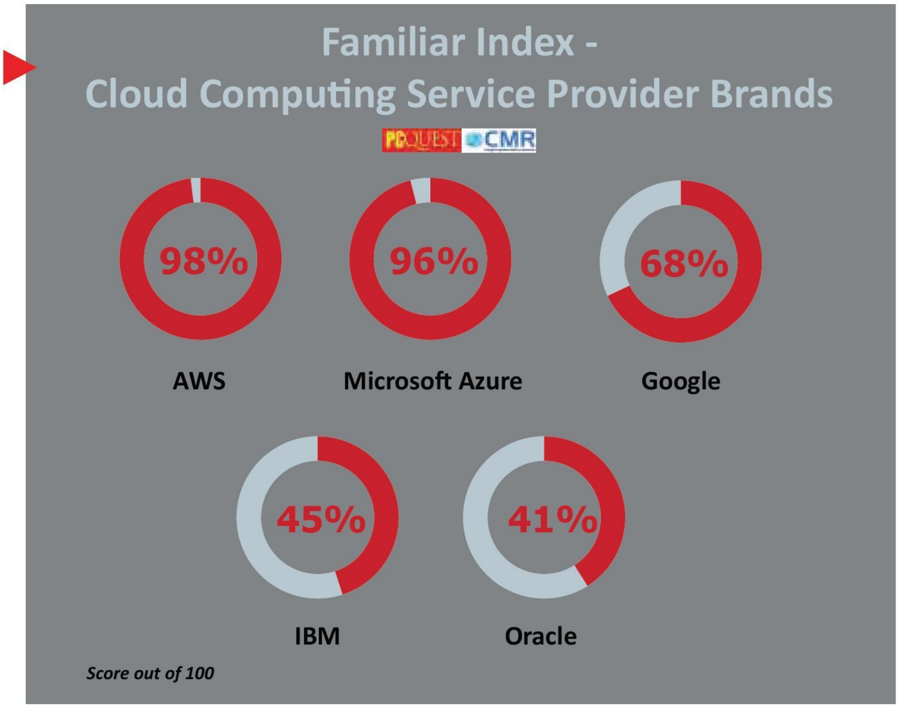
When we asked professionals why they chose their current cloud provider, AWS and Microsoft Azure (which came second) were popular due to their well-known brands and high-quality products

Cloud adoption has been on the rise across various industries, with an increasing number of companies leveraging cloud services to streamline their operations and improve their overall efficiency. In 2022, a staggering 94% of companies have reported using cloud services in one way or another.

This trend is expected to continue in the coming years, with cloud computing playing a crucial role in enabling businesses to transform for the better. The flexibility, scalability, and cost-effectiveness offered by cloud computing has made it a popular choice for companies of all sizes and across various industries.

Nothing has changed in the last year when it comes to cloud service provider popularity. AWS remains the leader, with Microsoft Azure and Google Cloud trailing behind. It appears that history has repeated itself.

In the Familiarity Index, AWS received the highest score of 98%, and was loved by most respondents. It maintained its reputation with the same score of trust (98%) as last year. Microsoft Azure remained the first runner-up with a score of 96%, higher than last year's score of 86%. Google also gained better shares this year at 68% compared to last year's score of 51%. IBM scored 45%, followed by Oracle at 41%.



All users could spontaneously recall both AWS and Microsoft Azure.

All of our respondents were able to recall Microsoft Azure and AWS spontaneously (100% recall rate), indicating that nearly all professionals are aware of both brands. Google was also recognized by most professionals (88%), followed by IBM (81%) and Oracle (76%).

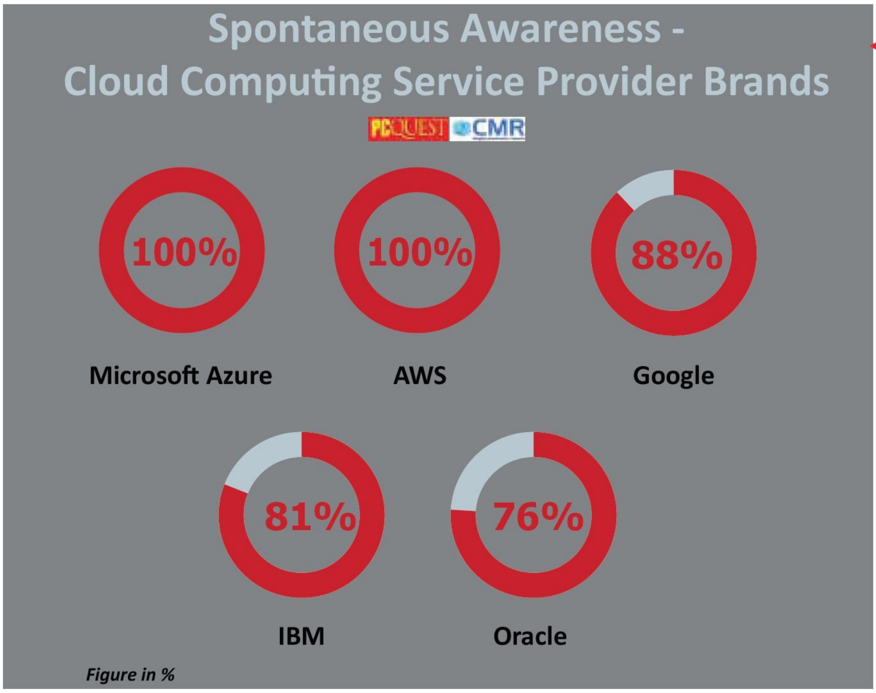


Figure in %

When asked about the brand they currently use, AWS won once again, capturing 34% of the share. However, Microsoft Azure came in a close second with 30%, followed by Google at 17%, IBM at 9%, and Oracle at 8%. This data indicates that although the top three players continue to dominate, there is intense competition among other brands vying for position. It remains uncertain as to who will emerge as the market leader in the near future.

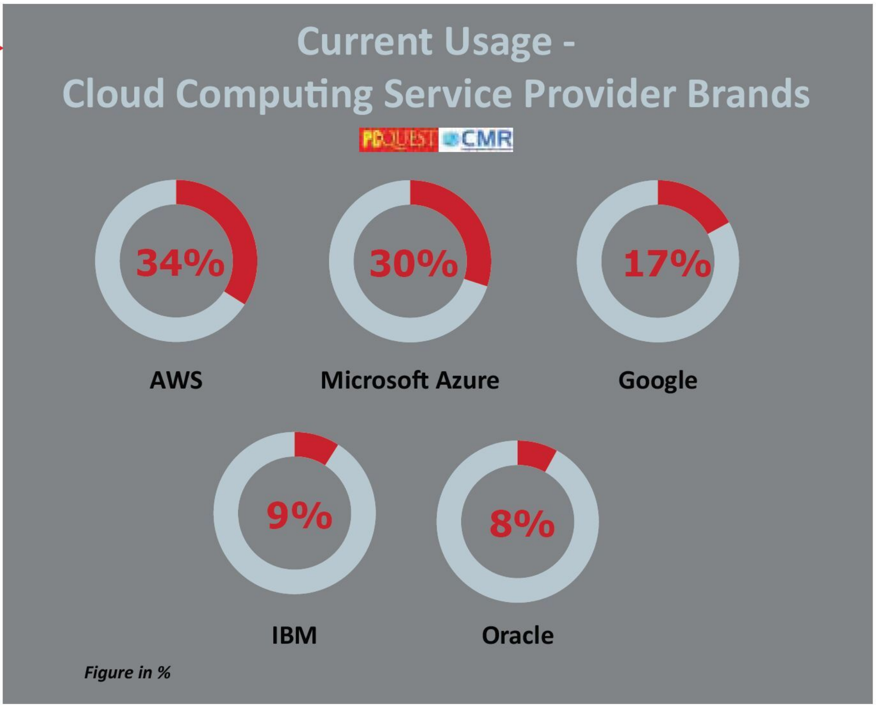
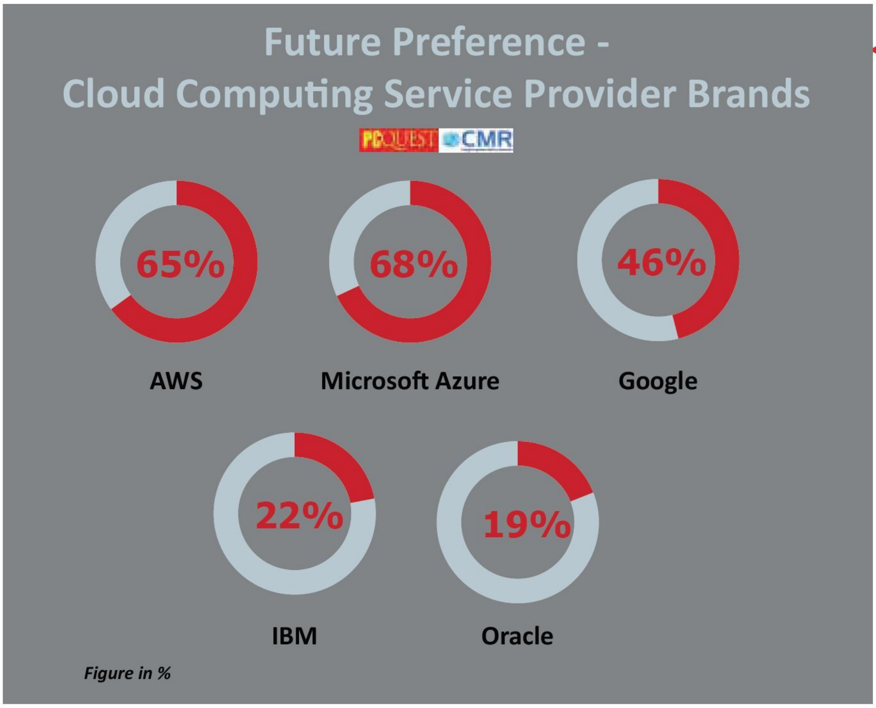


Figure in %

Microsoft Azure is well-positioned for the future, with most respondents expressing interest in using it going forward. Amazon Web Services (AWS) came in second in terms of future preference, while Google, IBM, and Oracle appear to be gaining more customers.



When we asked professionals why they chose their current cloud provider, AWS and Microsoft Azure were popular due to their well-known brands and high-quality products. Google grabbed attention for its competitive pricing, IBM for its excellent post-sale support, and Oracle for the quality of its products.

Reasons for Using Current Cloud Service Provider (IaaS)

	AWS	Microsoft Azure	Google	IBM	Oracle
Brand Name	▨	▨			
Quality of Product	▨	▨			▨
Initial Price			▨		
After Sales Support / Service				▨	

▨ High

Illustration by Nadeem Anees

Impressive sweep for SAP

Satya Sundar Mohanty, CyberMedia Research
Ashok Pandey, PCQuest
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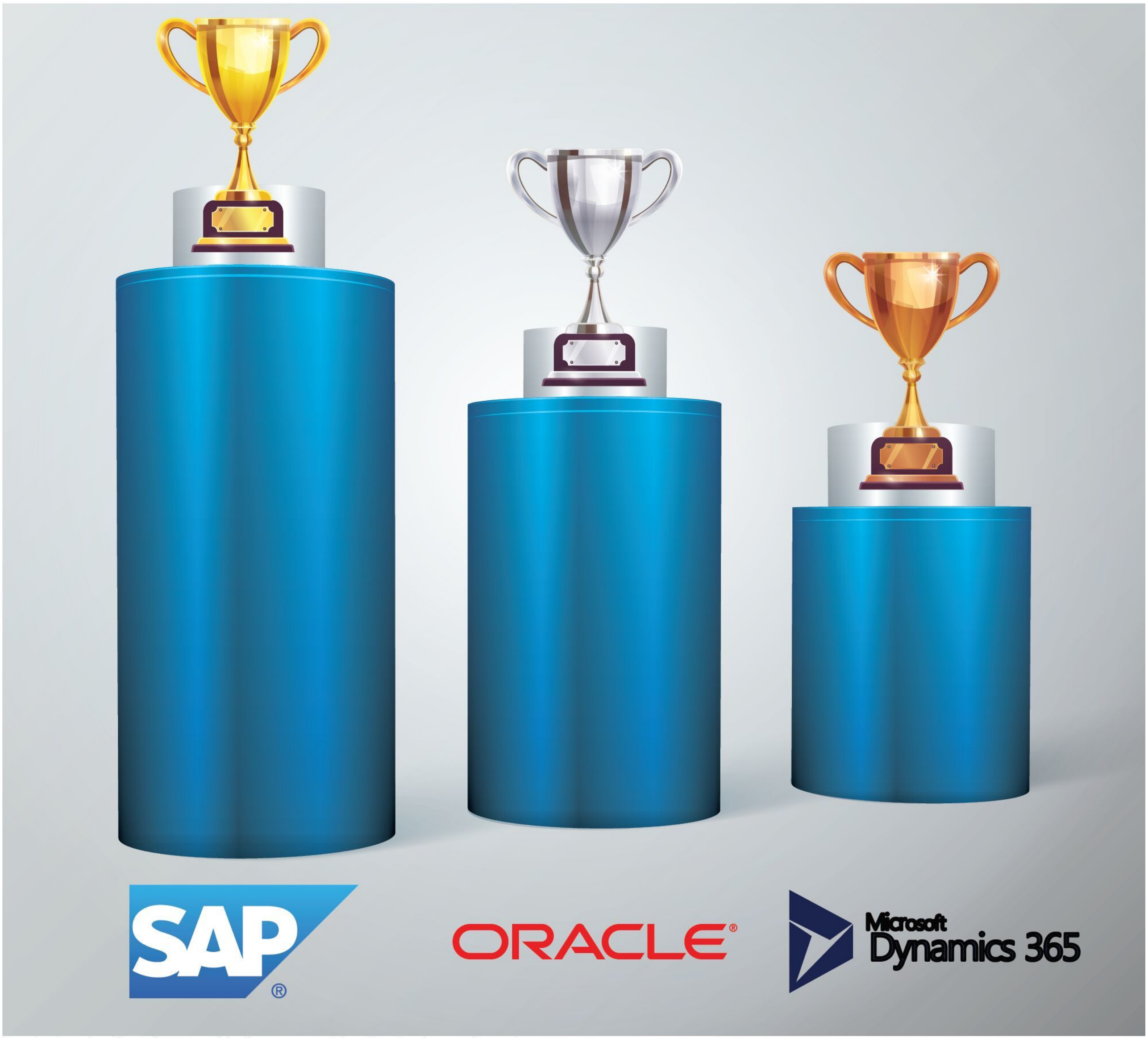

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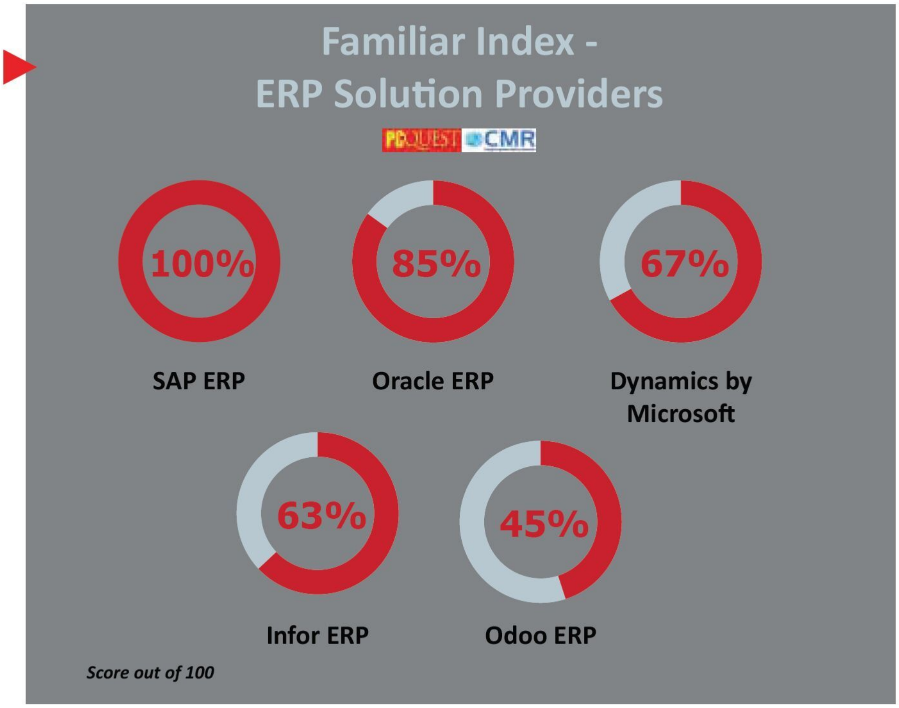
> SAP has won again and is poised to lead the future as approximately 75% of users considering implementing SAP as their next ERP solution

The Enterprise Resource Planning (ERP) solution market in India is growing at a rapid rate. According to a report by *MarketsandMarkets*, the ERP solution market in India is expected to grow from US$2.9 billion in 2020 to US$4.3 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 8.2% during the forecast period.

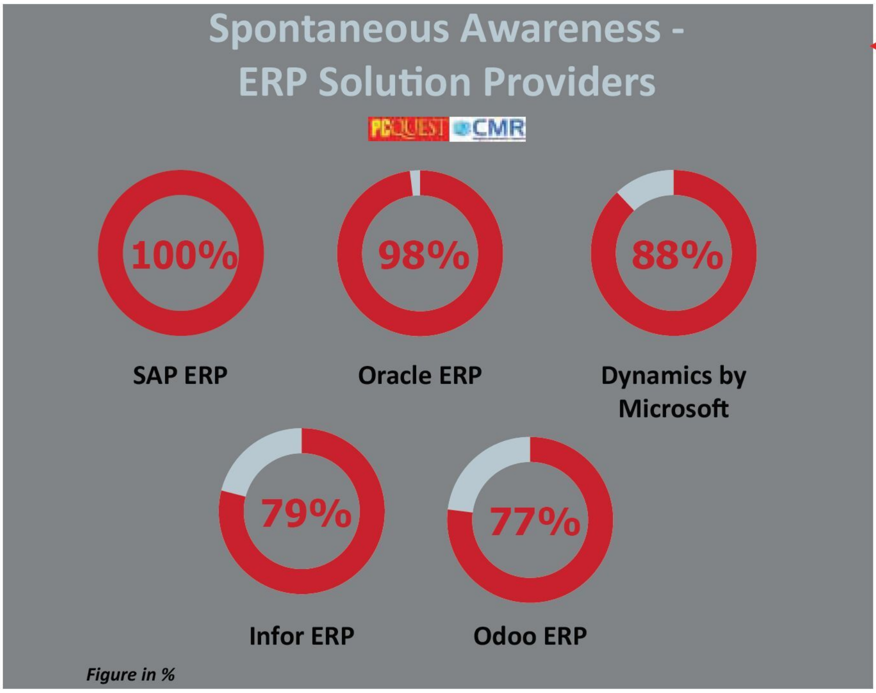
The growth of the ERP solution market in India can be attributed to the increasing adoption of cloud-based ERP solutions and the growing demand for digital transformation across various industries such as manufacturing, retail, healthcare, and BFSI. Additionally, government initiatives such as Digital India and Make in India are also contributing to the growth of ERP adoption in the country.

It appears that SAP is the clear leader in the ERP category, achieving a perfect score of 100%, up 4% from last year's 96%. Oracle, however, has seen a decrease in its hold on the market, dropping from 94% last year to 85% this year. Microsoft Dynamics has seen a significant increase from 37% to 67%, followed by Infor (63%) and Odoo (45%)



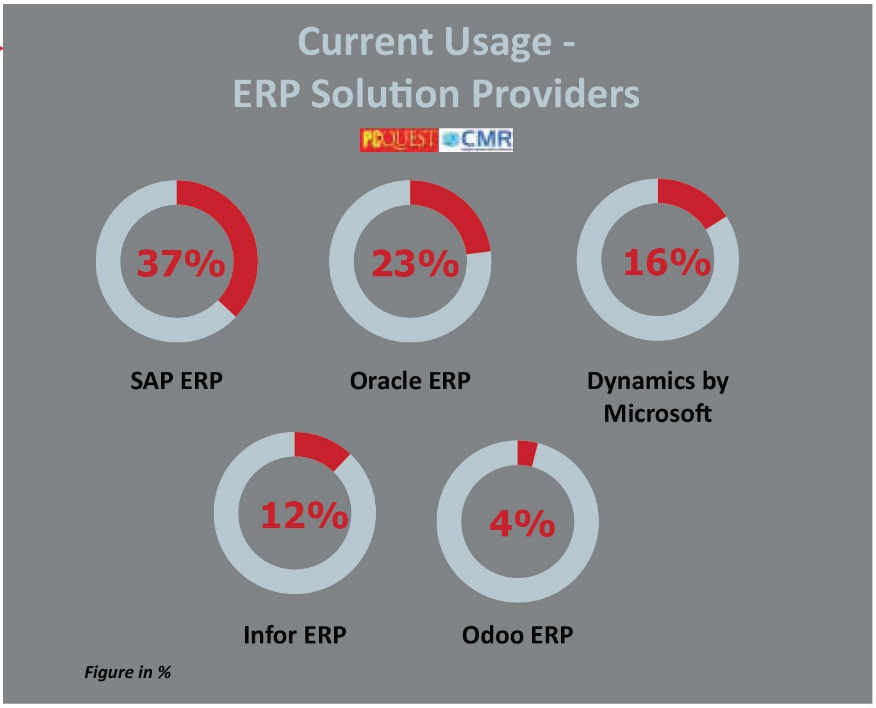
Almost all users could spontaneously recall SAP ERP and Oracle ERP as vendors providing ERP solutions.

In the spontaneous recall, SAP once again achieved a perfect score of 100%. However, competitors were close behind with Oracle receiving a 98% recall rate followed by Microsoft Dynamics (88%), Infor (79%), and Odoo (77%). This indicates that each brand is widely recognized among the majority of respondents.

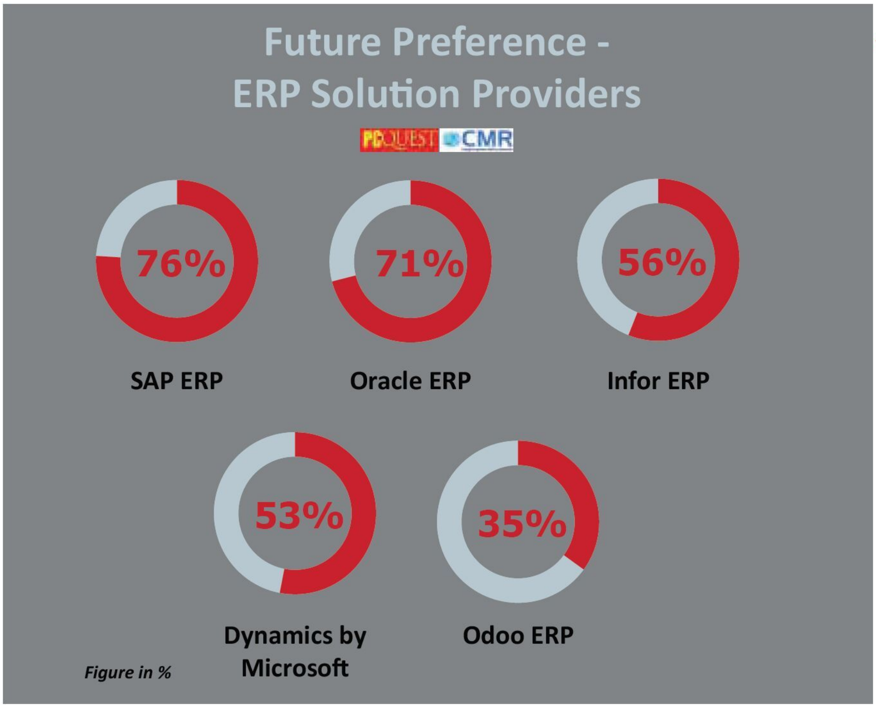


When we asked about the current ERP solution being used, the top five brands remain unchanged and in a similar order. SAP once again ranked highest with 37%, followed by Oracle at 23%, Microsoft Dynamics at 16%, Infor at 16%, and Odoo at 4%.

Notably, Marg ERP has been replaced by Odoo this year, resulting in its absence from our top five list.



Let's find out what the future holds. SAP may still have a strong presence in the market, but Oracle could gain more market share. Infor may surpass Microsoft Dynamics and Odoo appears likely to maintain its position among the top five providers.



The champion, SAP, is admired for numerous reasons, as it signifies the users' trust in its brand, quality of service and price. Oracle stands out for its brand name and solution quality, whereas Microsoft Dynamics, Infor, and Odoo have garnered attention for their quality solutions.

Reasons for Using Current Enterprise Resource Planning (ERP)

	SAP ERP	Oracle ERP	Dynamics by Microsoft	Infor ERP	Odoo ERP
Brand Name	▨	▨			
Quality of Product	▨	▨	▨	▨	▨
Initial Price	▨				
After Sales Support / Service	▨				

▨ High

Illustration by Nadeem Anees

SAP dominates the CRM market

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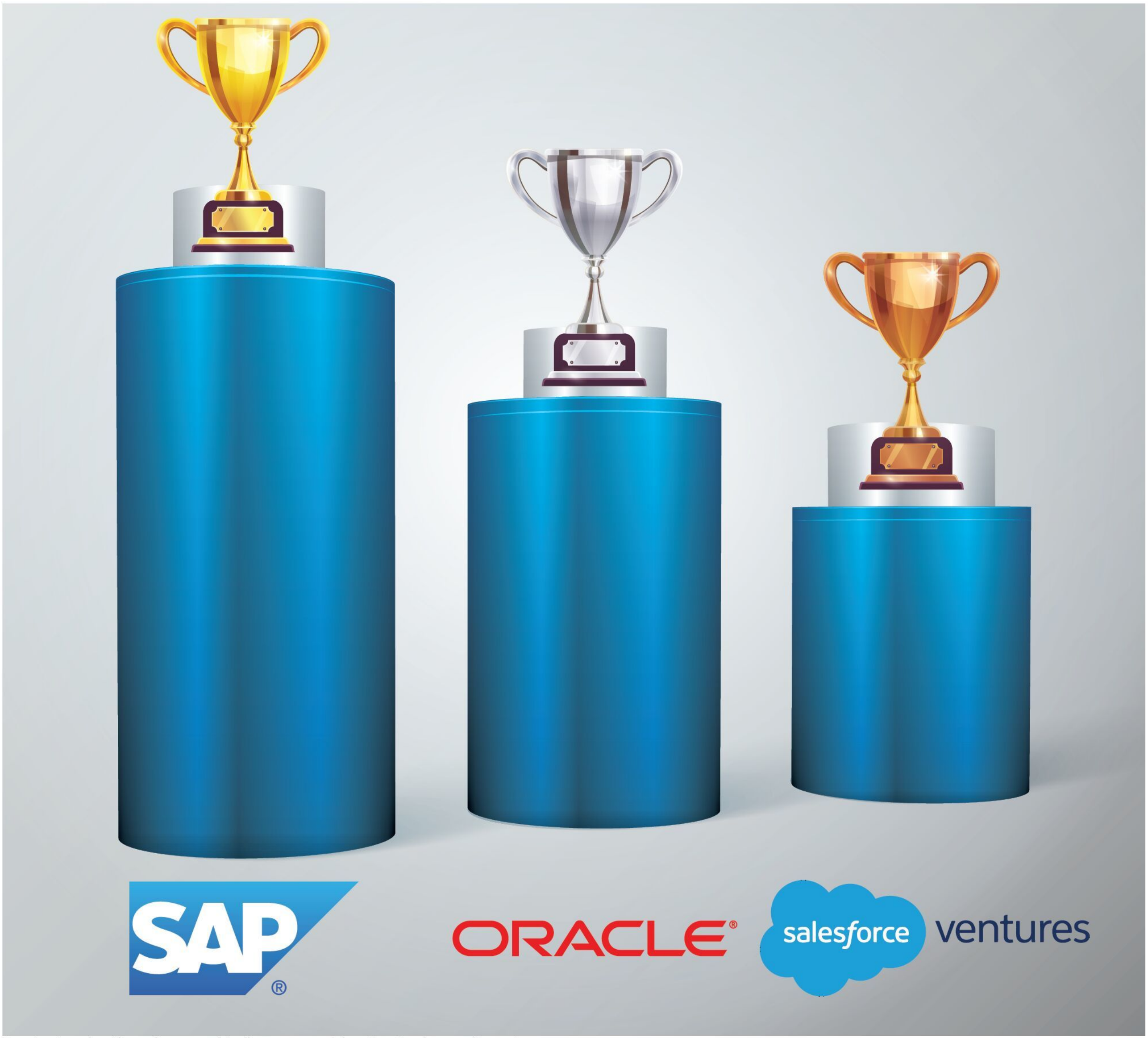

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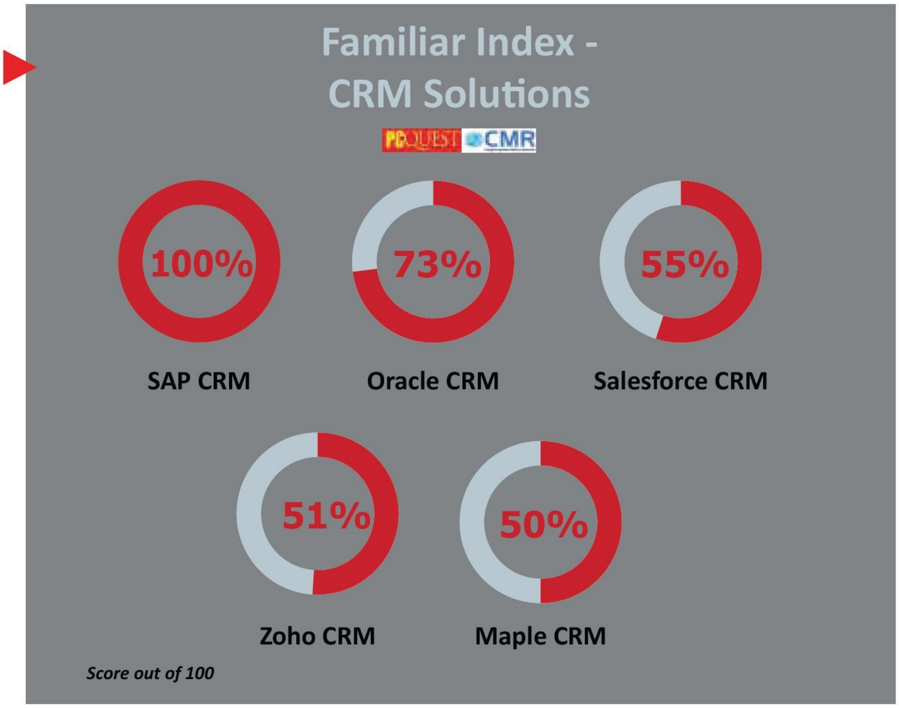
SAP emerges victorious in the race for CRM solutions, sweeping aside all competitors

The CRM (Customer Relationship Management) market in India has been growing steadily over the past few years. With the rise of e-commerce and the increased adoption of digital technologies, more businesses are realizing the importance of managing customer relationships effectively.

According to a report by *MarketsandMarkets*, the CRM market in India is expected to grow from USD 1.5 billion in 2020 to USD 4.2 billion by 2025, at a CAGR of 23.2% during the forecast period. The report attributes this growth to factors such as increasing customer expectations, the need for automation in sales and marketing, and the growing adoption of cloud-based CRM solutions.

In the Familiarity Index, SAP got the highest score (100%), which was not a surprise anyway. Oracle gave it a close competition, scoring 73%, while Salesforce was only a few points behind with 55%. Zoho and Maple followed closely with scores of 51% and 50% respectively.



Familiar Index -
CRM Solutions

Score out of 100

Almost all users consider SAP when selecting their next CRM solution.

Every CRM solution user knows about SAP and that reflects in our Spontaneous Awareness, where 98% of respondents mentioned SAP. Salesforce was the second most-known brand with a score of 84%. Zoho scored 80% followed by Oracle (78%) and Maple CRM (72%).

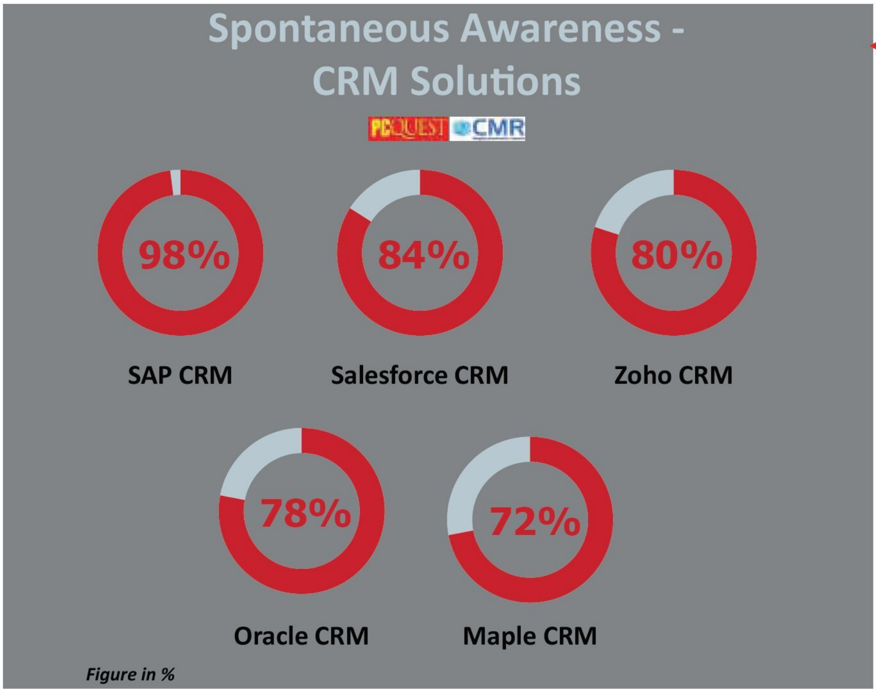


Figure in %

SAP presently leads the CRM market with a score of 53%, followed by Oracle as the first runner-up (27%), and Maple CRM as the second runner-up, achieving a meager score of 7%. Zoho and Salesforce lie at the tail end garnering just 3% each.

It's noteworthy that renowned brands like Salesforce and Zoho command such small market shares while SAP reigns supreme in the field.

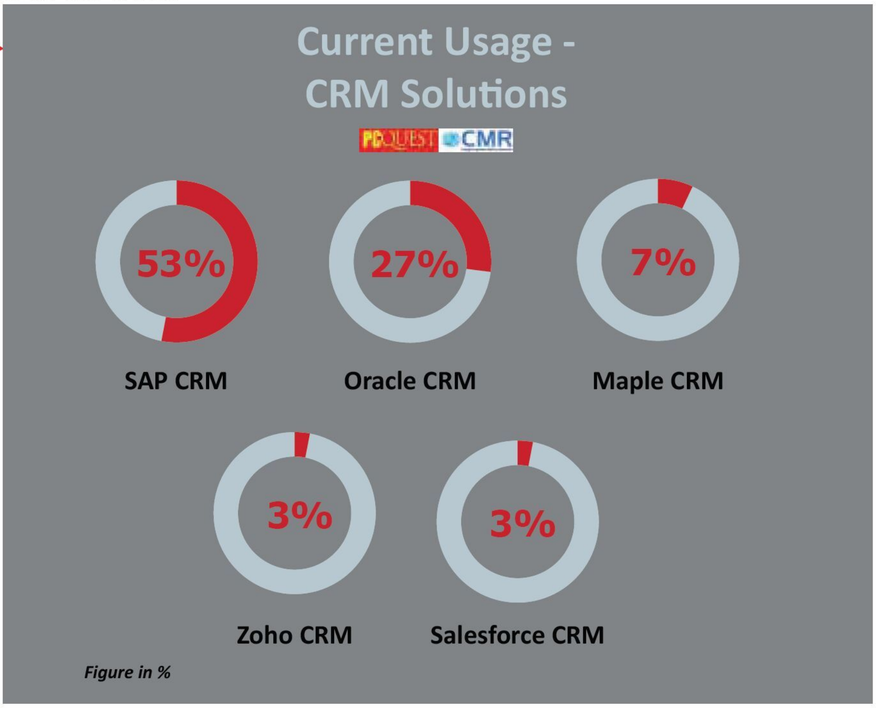
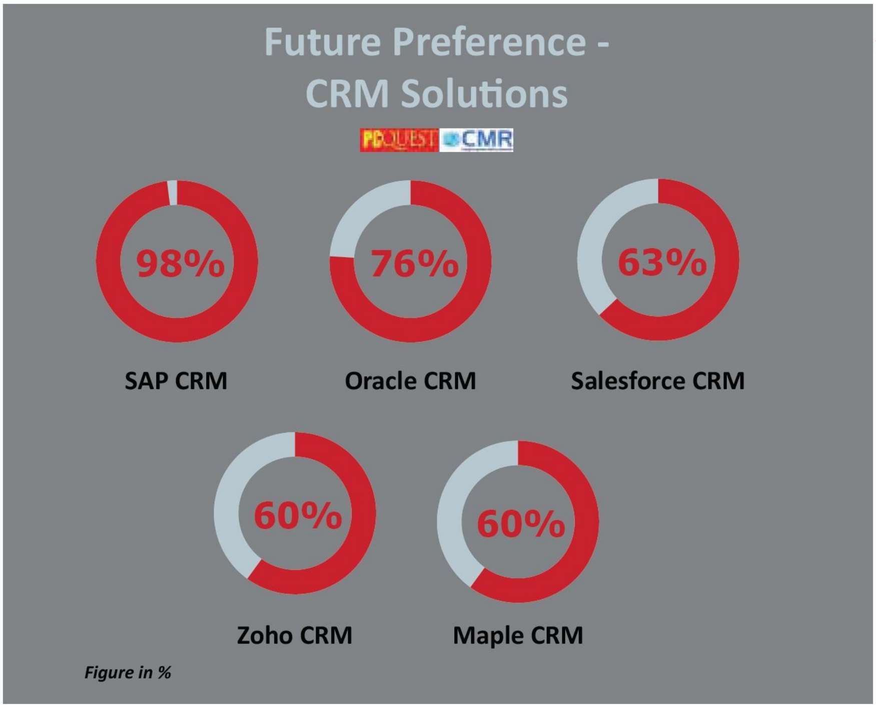


Figure in %

According to survey findings, SAP is projected to maintain its dominance in the market while other players are also expected to make significant gains. With a score of 98%, SAP leads the pack followed by Oracle at 76%, Salesforce at 63%, Zoho and Maple CRM tied at 60%.



Future Preference - CRM Solutions

Figure in %

Who was selected and for what reason? SAP stood out for its strong brand name and post-sales support. Oracle was chosen based on its reputation and affordability. Maple CRM's low cost made it a contender. Zoho was favored for its excellent customer service after the sale, while Salesforce was chosen exclusively for product quality considerations—none of the other brands could match up in this regard.

Reasons for Using Current CRM Solutions

	SAP CRM	Oracle CRM	Maple CRM	Zoho CRM	Salesforce CRM
Brand Name	▨	▨	▨		
Quality of Product	▨	▨			
Initial Price			▨	▨	▨
After Sales Support / Service	▨				

▨ High

Illustration by Nadeem Anees

Microsoft Power BI wins the trust of most enterprises

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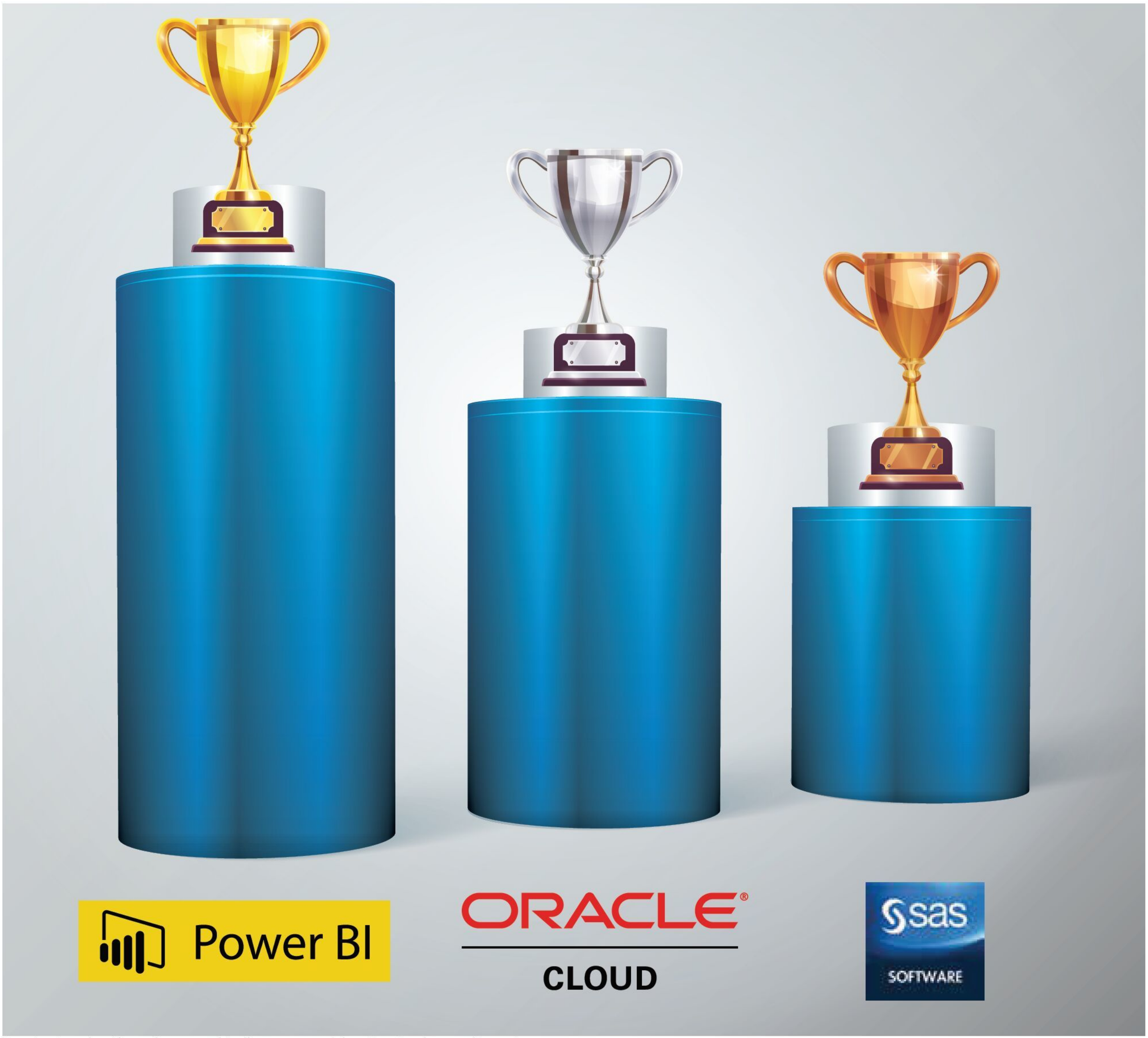

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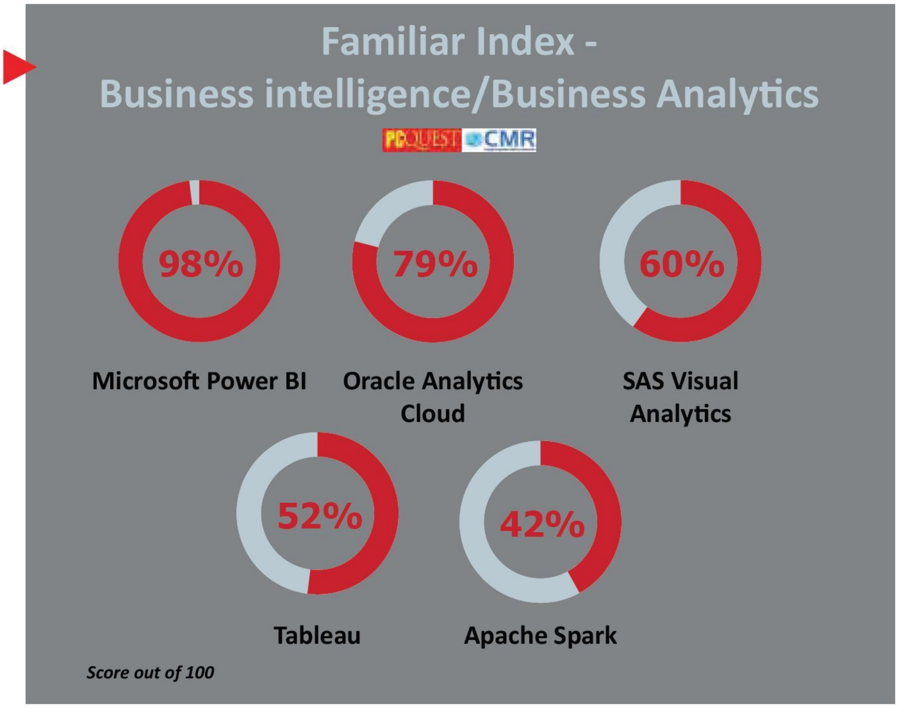
> Microsoft currently dominates the market, but it is likely to face stiff competition in the near future

The Business Intelligence (BI) and Business Analytics (BA) market in India has been experiencing significant growth in recent years. With the increasing amount of data generated by businesses, the need for effective BI and BA solutions has become more critical than ever before.

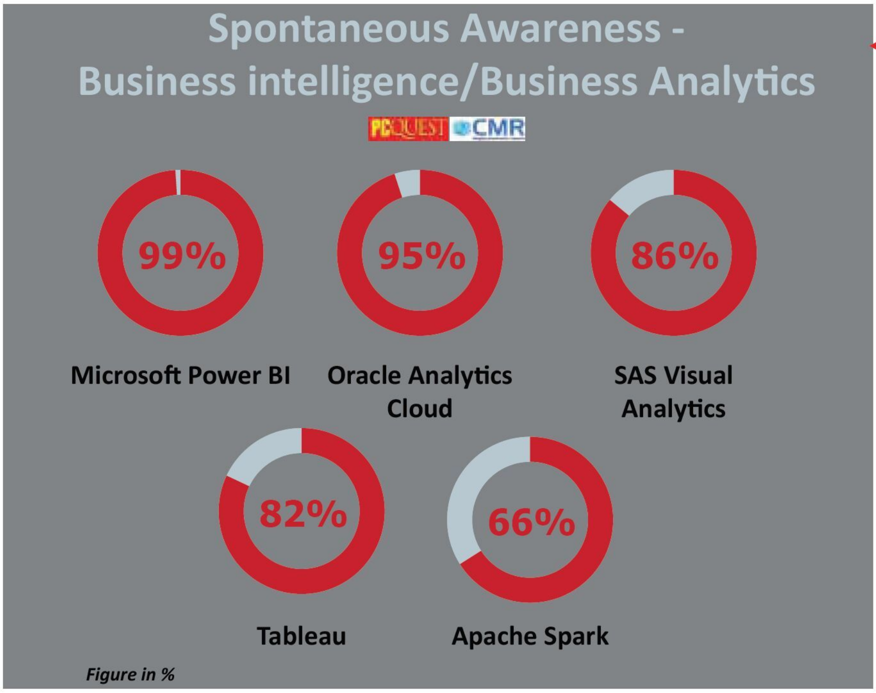
According to a report by ResearchAndMarkets, the BI and BA market in India is expected to grow from US$2.4 billion in 2020 to US$6.8 billion by 2025, at a CAGR of 22.8% during the forecast period.

In our BI/BA solution survey, Microsoft Power BI emerged as the clear winner with a score of 98%. The first runner-up was Oracle Analytics Cloud with a score of 79%, followed by SAS virtual Analytics in second place with 60%. Tableau and Apache Spark came next, scoring 52% and 42%, respectively.

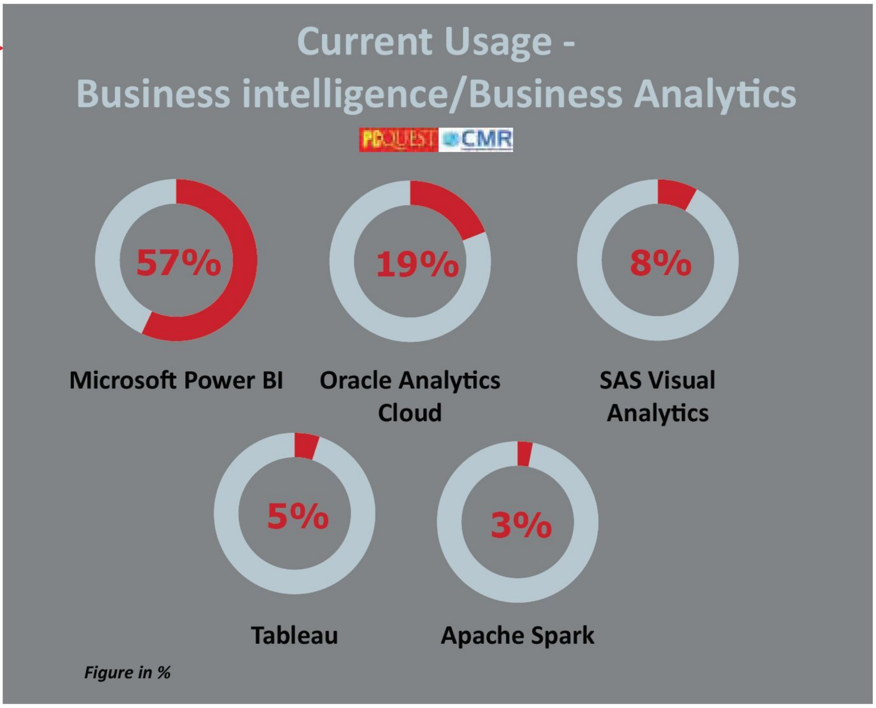


Apart from brand name and quality of product, after-sales service is more crucial than initial price when selecting an BI/BA solutions provider.

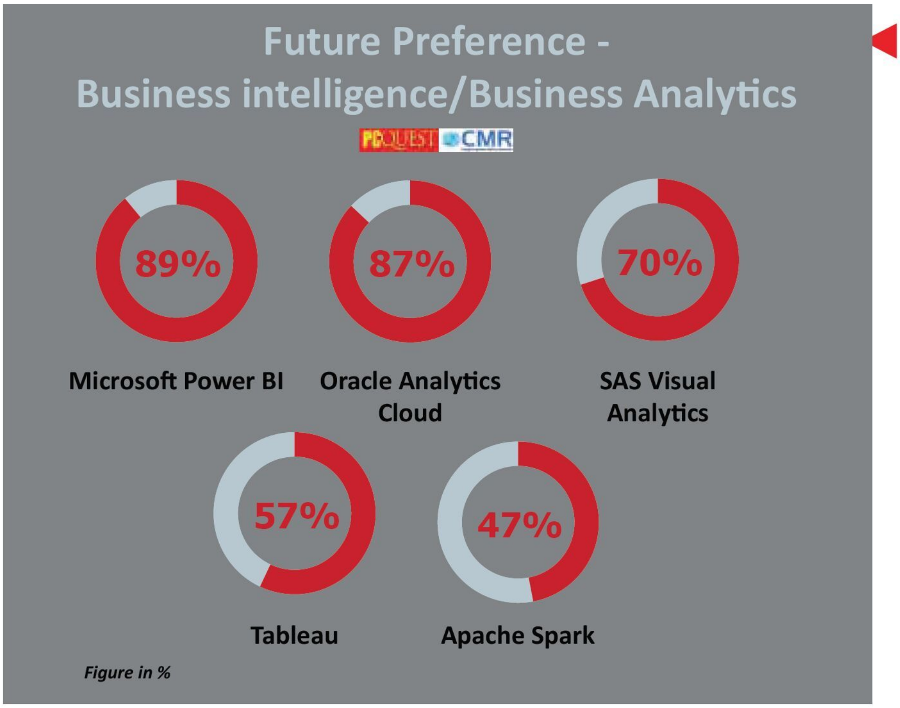
When we surveyed users for spontaneous brand recall for BI/BA, Microsoft Power BI scored the highest at 99%. Oracle Analytics Cloud came in second with 95%, followed by SAS Virtual Analytics with 86%, Tableau with 82%, and Apache Spark with 66%.



Currently, Microsoft Power BI is the most widelyused BI/BA solution among enterprises, with 57% of respondents using it. Oracle Analytics Cloud follows with 19%, while SAS Virtual Analytics, Tableau, and Apache Spark trail with 8%, 5%, and 3% respectively. This suggests that respondents are aware of all the brands, but that Microsoft Power BI is the most trusted and utilized.



Microsoft Power BI is currently the top analytics tool, with 89% market share. However, future competition is expected to intensify, with Oracle Analytics Cloud coming in second place with an 87% score. Other competitors include SAS virtual Analytics (70%), Tableau (57%), and Apache Spark (47%).



Microsoft Power BI has attracted users with its renowned brand name, high-quality solutions, and reliable after-sales support/service. Respondents chose Oracle Analytics Cloud for its esteemed brand name and trusted after-sales support/service. SAS Virtual Analytics has become a popular choice for its well-known brand name and competitive pricing. Tableau has gained attention due to its superior products, and Apache Spark has been praised for its dependable after-sales support/service.

▲ Reasons for Using Current Business intelligence/Business Analytics

	Microsoft Power BI	Oracle Analytics Cloud	SAS Visual Analytics	Tableau	Apache Spark
Brand Name	▨	▨	▨		
Quality of Product	▨			▨	
Initial Price			▨		
After Sales Support / Service	▨	▨			▨

▨ High

Illustration by Nadeem Anees

ARTIFICIAL INTELLIGENCE (AI)

IBM Watson takes the crown

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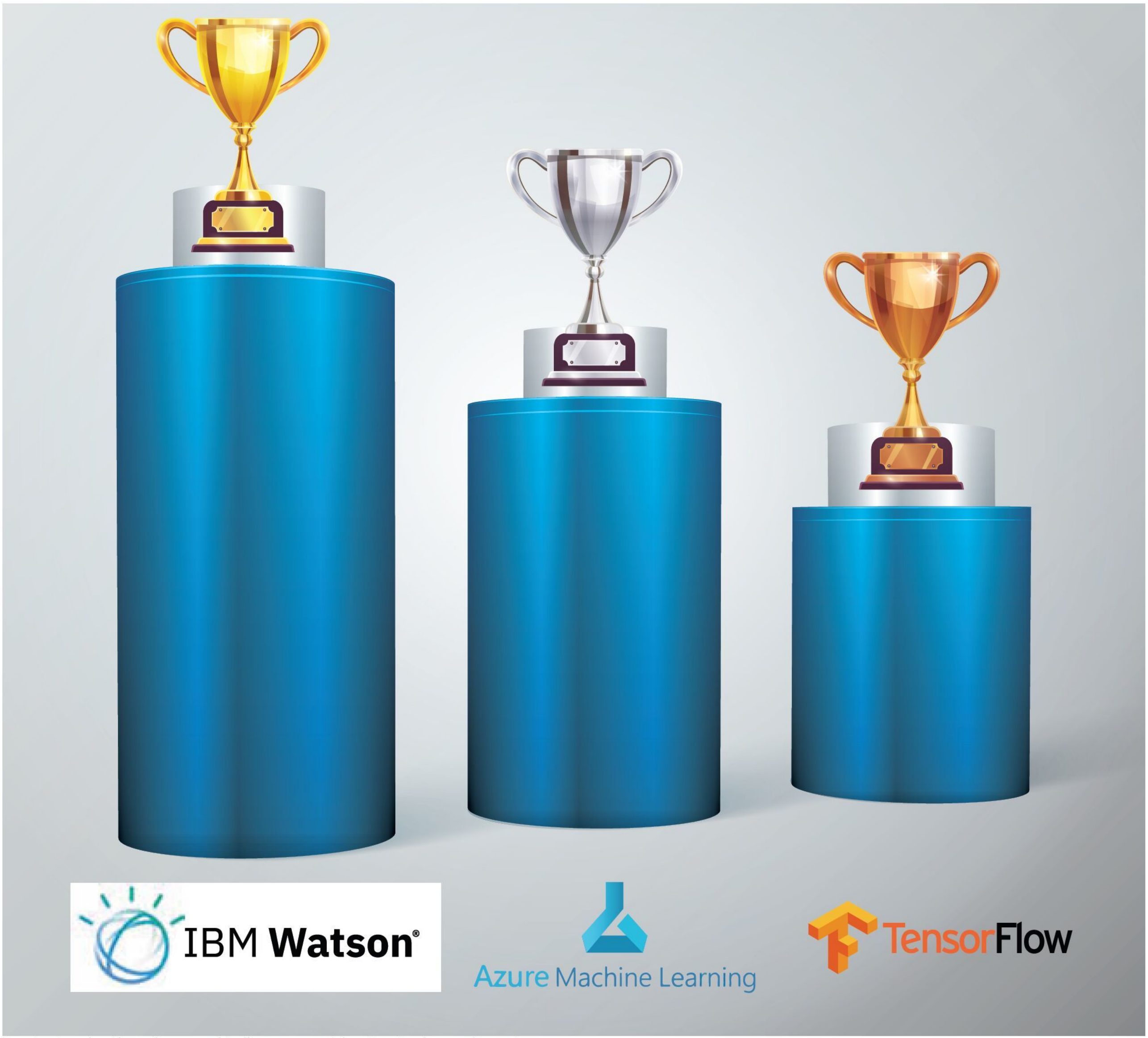

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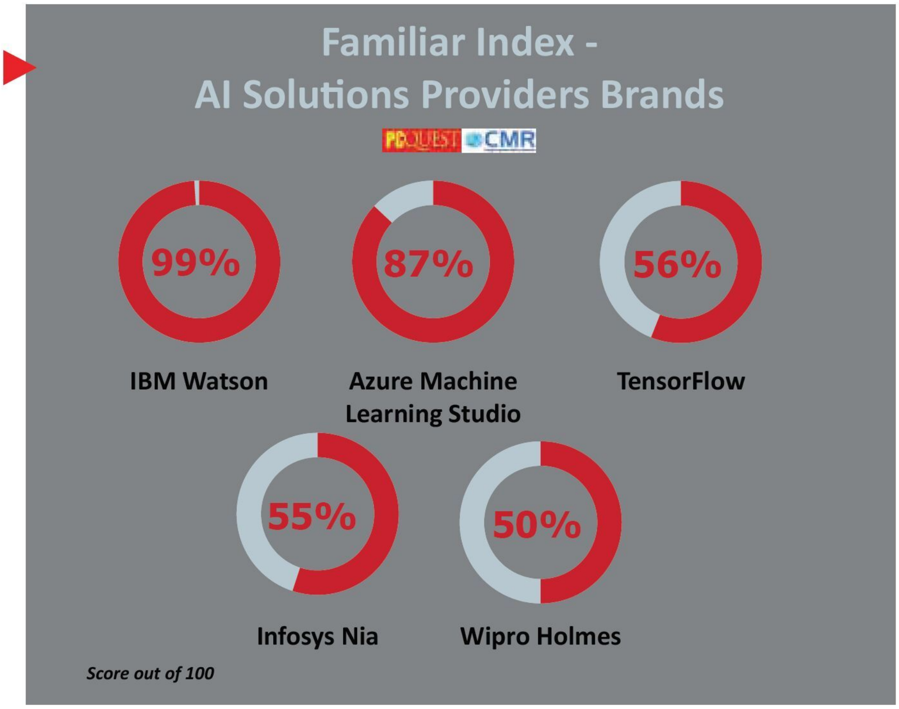
IBM Watson remains at the forefront of the market, despite the increasing intensity of competition

The Artificial Intelligence (AI) market in India is seeing significant growth in recent years. According to a report by NASSCOM, the Indian AI market is expected to grow to $16.2 billion by 2025, with a CAGR (compound annual growth rate) of 33.5% from 2019 to 2025.

The growth of AI in India is being driven by increased adoption of AI-based technologies across different industries such as healthcare, finance, and IT. The government's initiatives to promote AI research and development and the availability of skilled talent are also contributing factors to this growth.

IBM Watson emerged as the clear winner in our Familiarity Index, scoring an impressive 99%, leaving its competitors far behind. Microsoft Azure Machine Learning Studio came in second with 87%, while TensorFlow by Google and Infosys Nia followed with 56% and 55%, respectively. Wipro Holmes trailed behind with 50%.



Almost all users (11 out of 12) could easily recall Azure Machine Learning Studio as a vendor providing Artificial intelligence solutions.

Almost all participants were familiar with Microsoft Azure Machine Learning Studio, which scored 92% in the Spontaneous Awareness survey. Following closely behind was IBM Watson with a score of 89%. Wipro Holmes came next with 79%, while Infosys and TensorFlow by Google trailed behind at 74% and 69%, respectively.

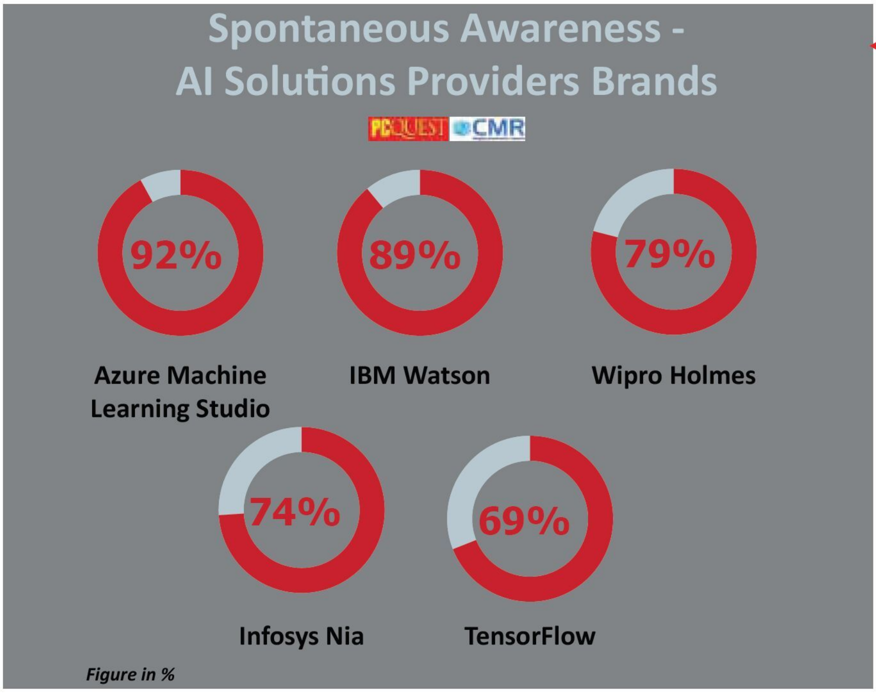

Spontaneous Awareness - AI Solutions Providers Brands

Figure in %

Though Microsoft Azure Machine Learning Studio scored highest, IBM Watson still won the race in terms of current usage, with a score of 36%. Microsoft Azure Machine Learning Studio came next with 25%, followed by TensorFlow by Google (14%), Infosys Nia (7%), and Wipro Holmes (5%).

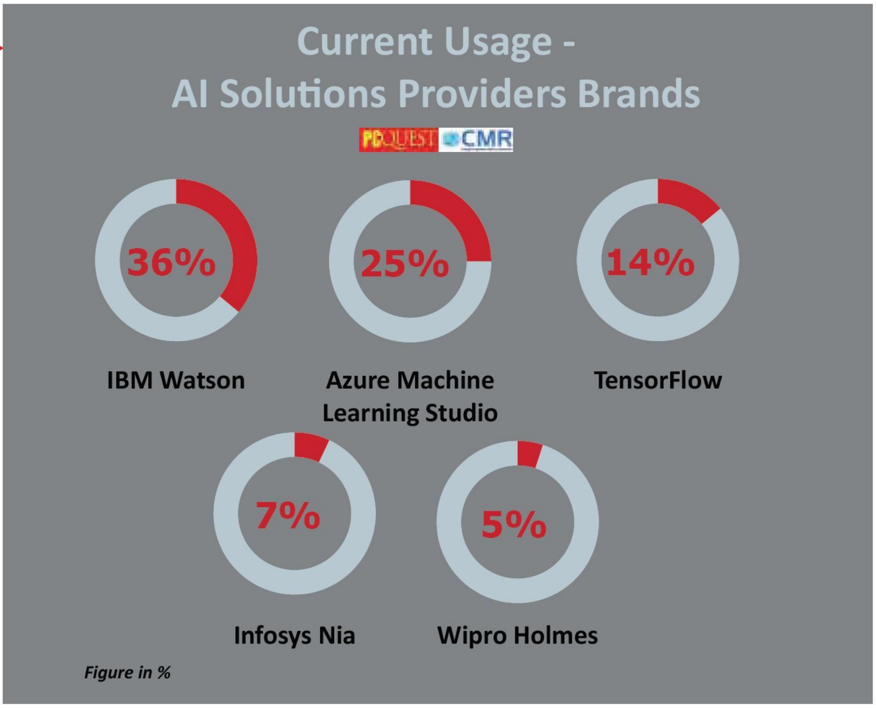
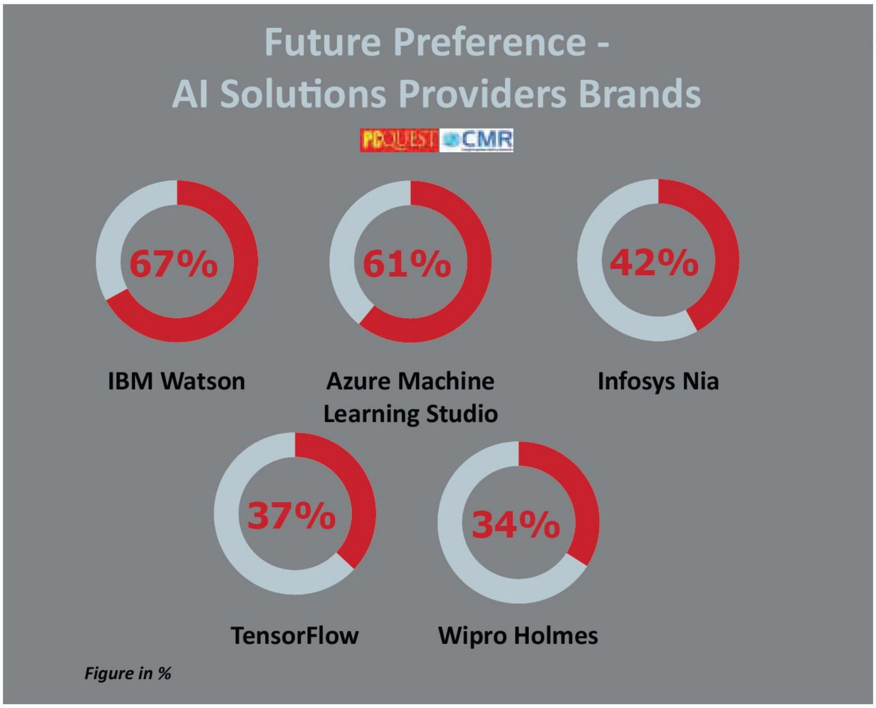

Current Usage - AI Solutions Providers Brands

Figure in %

IBM Watson is predicted to be the top AI brand in the future with 67% score, followed by Microsoft Azure Machine Learning Studio with 61%. Infosys Nia, TensorFlow by Google, and Wipro Holmes are also competing with 42%, 37%, and 34% ratings respectively.



When we asked users why they chose their current brands, the responses were interesting. IBM Watson was selected for its brand name, top-notch solution quality, and exceptional after-sales support. Azure Machine Learning Studio was chosen for its reputation and high-quality solution. TensorFlow by Google was favored for its competitive pricing, Infosys Nia for its after-sales service, and Wipro Holmes for its superior solution quality.

Reasons for Using Current Artificial Intelligence (AI)

	IBM Watson	Azure Machine Learning Studio	Tensor Flow	Infosys Nia	Wipro Holmes
Brand Name	▨	▨			
Quality of Product	▨	▨			▨
Initial Price			▨		
After Sales Support / Service	▨			▨	

▨ High

Illustration by Nadeem Anees

Microsoft Outlook takes the lead

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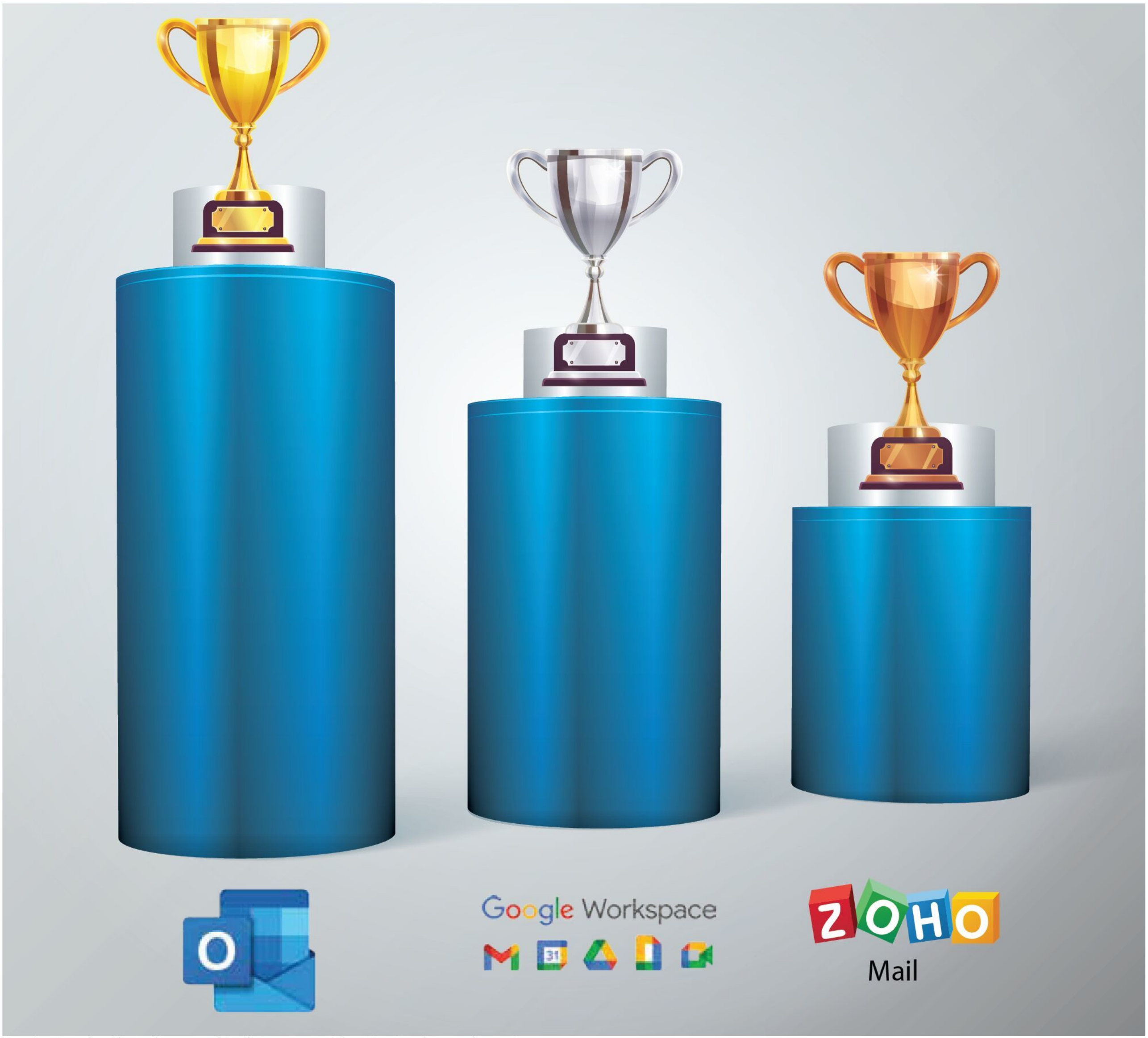

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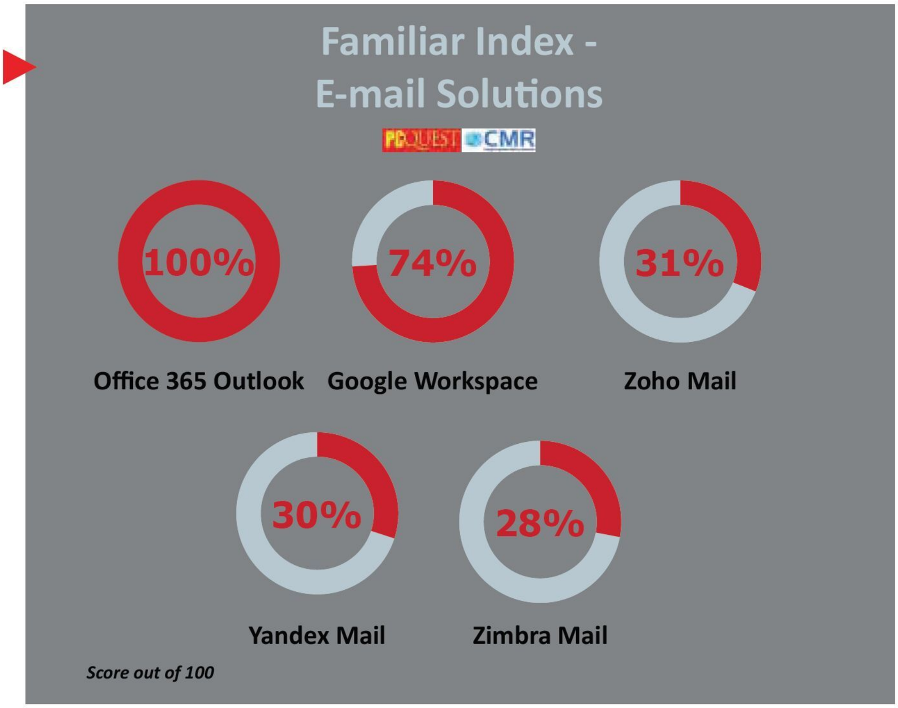
Microsoft Outlook is ruling the email category, closely followed by Gmail. Zoho Mail is also a strong contender for enterprises

Email solutions are becoming increasingly popular among enterprises due to the numerous benefits they offer. In the last couple of years, awareness about these advantages has grown considerably, creating new opportunities for the global email marketing software market. According to *marketresearchfuture*, the email marketing market in India is expected to grow at a CAGR of 11.4% during the forecast period of 2030.

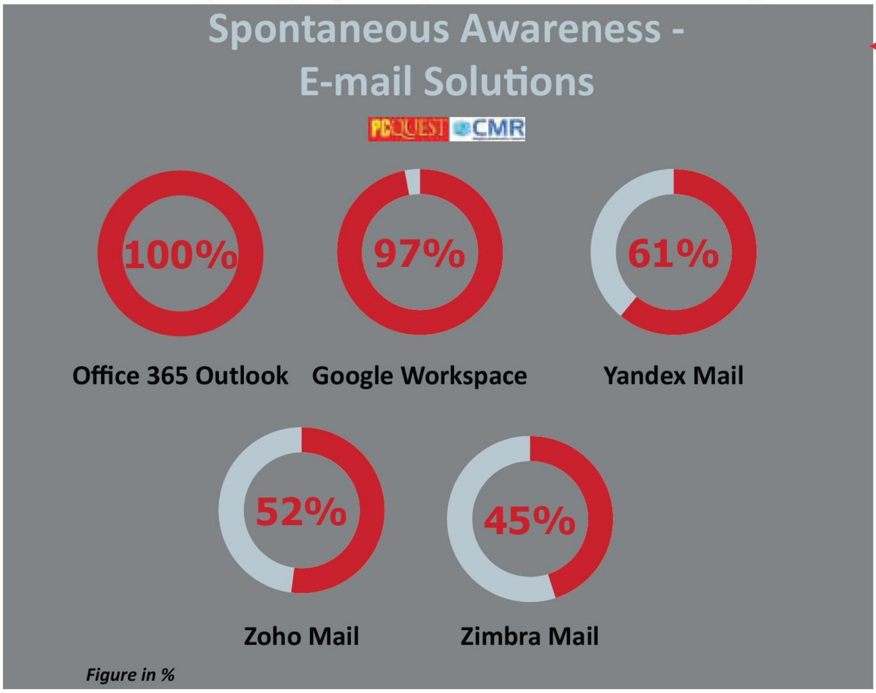
Microsoft Outlook retained its crown as the winner from last year, while Google's Gmail remained the first runner-up. However, Zoho Mail surpassed Zimbra to become the second runner-up.

In terms of familiarity index, the top two contenders from last year remain the same this year. Microsoft Outlook and Google's Gmail scored 88% and 85%, respectively, last year. However, this year, the gap between them has significantly widened. Zoho Mail secured 31%, followed by Yandex Mail with 30% and Zimbra Mail with 28%. Microsoft Outlook and Google's Gmail continue to dominate the market, but other email solutions are gaining ground.

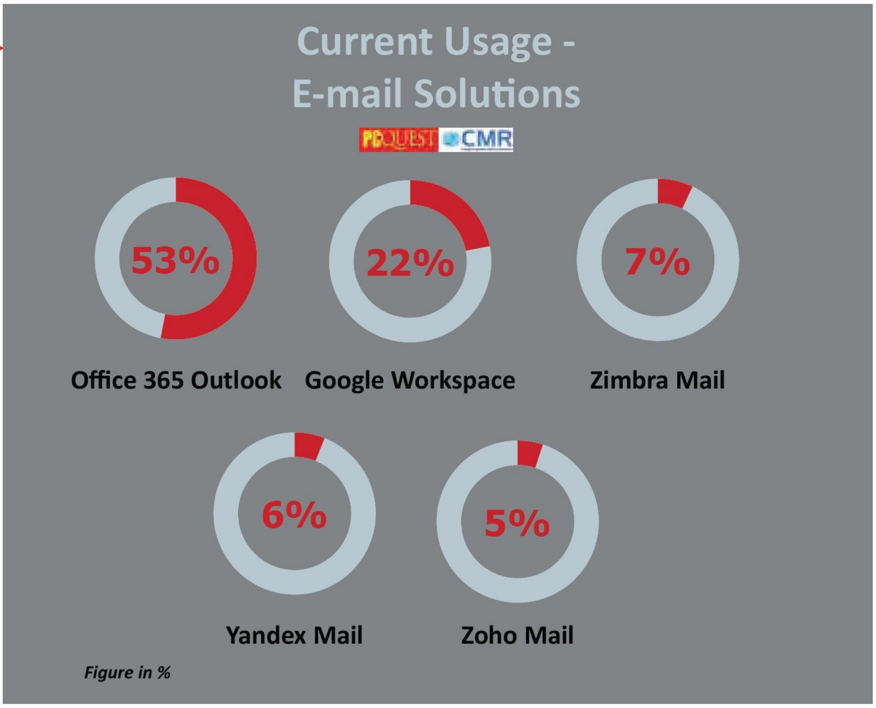


Six out of every seven users would consider Microsoft Outlook when choosing an email solution service provider.

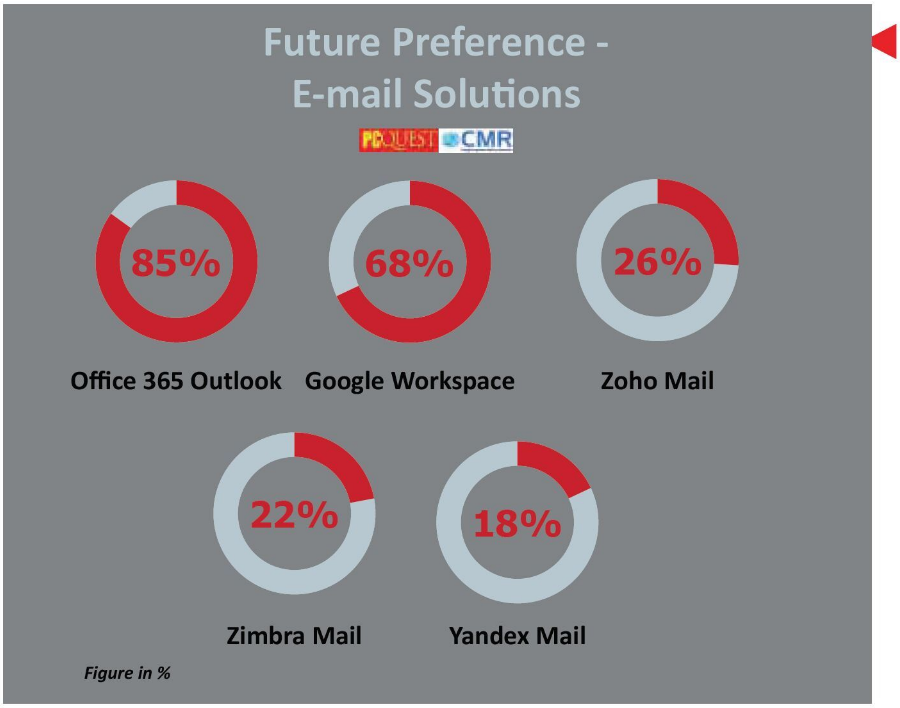
Nearly all respondents were able to spontaneously recall Microsoft's Outlook (100%) and Google's Gmail (97%). However, Yandex Mail emerged as more popular than Zoho Mail and Zimbra Mail, with 61% of respondents recalling it compared to 52% and 45%, respectively. Meaning Yandex Mail is gaining popularity and it will be interesting to see the future trends.



Looking at the current situation, Microsoft's Outlook is the most widely used email solution, capturing more than half of the market share at 53%, followed by Gmail at 22%. Interestingly, although Zimbra Mail was falling in other segments, it captured the second runner-up spot in current usage with 7%, leaving Yandex Mail at 6% and Zoho Mail at 5%.



Looking towards the future, the majority of respondents (85%) indicated a preference for Microsoft's Outlook, which is currently leading the market. Meanwhile, Gmail could also gain a larger share of the market, with a score of 68%. Zoho Mail maintained its third spot with 26%, followed by Zimbra Mail at 22% and Yandex Mail at 18% in the fourth and fifth spots, respectively.



Most respondents preferred Microsoft's Outlook due to its brand name, product quality, and after-sales support/service. Google's Gmail, on the other hand, was primarily chosen for its quality and pricing. Zoho Mail was selected for its brand name, Yandex Mail for its quality, and Zimbra Mail for its pricing.

Reasons for Using Current Email Solutions

	Office 365 Outlook	Google Workspace	Zoho Mail	Yandex Mail	Zimbra
Brand Name	▨		▨		
Quality of Product	▨	▨		▨	
Initial Price		▨			▨
After Sales Support / Service	▨				

▨ High

Illustration by Nadeem Anees

Microsoft Teams is the collaboration king

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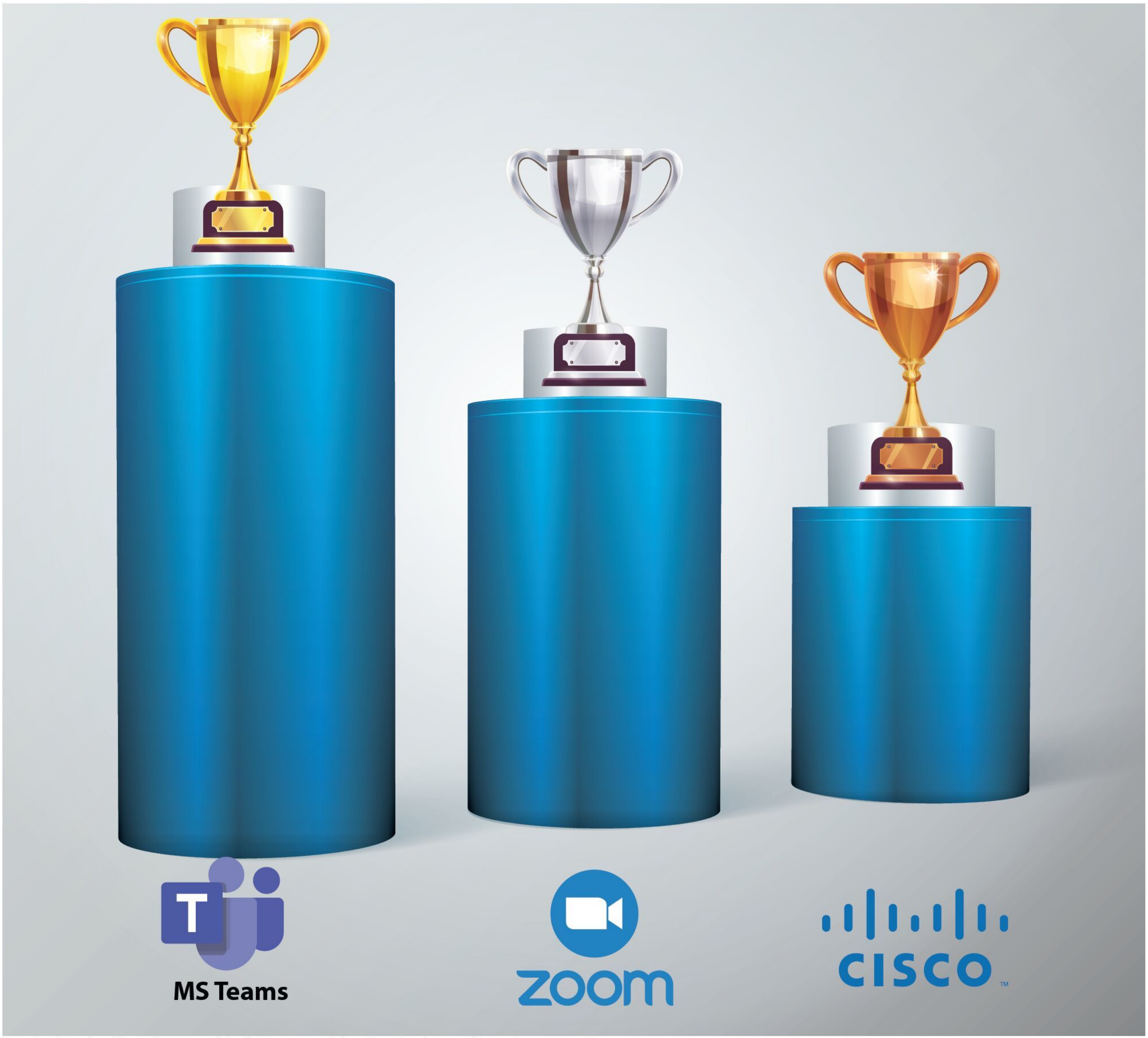

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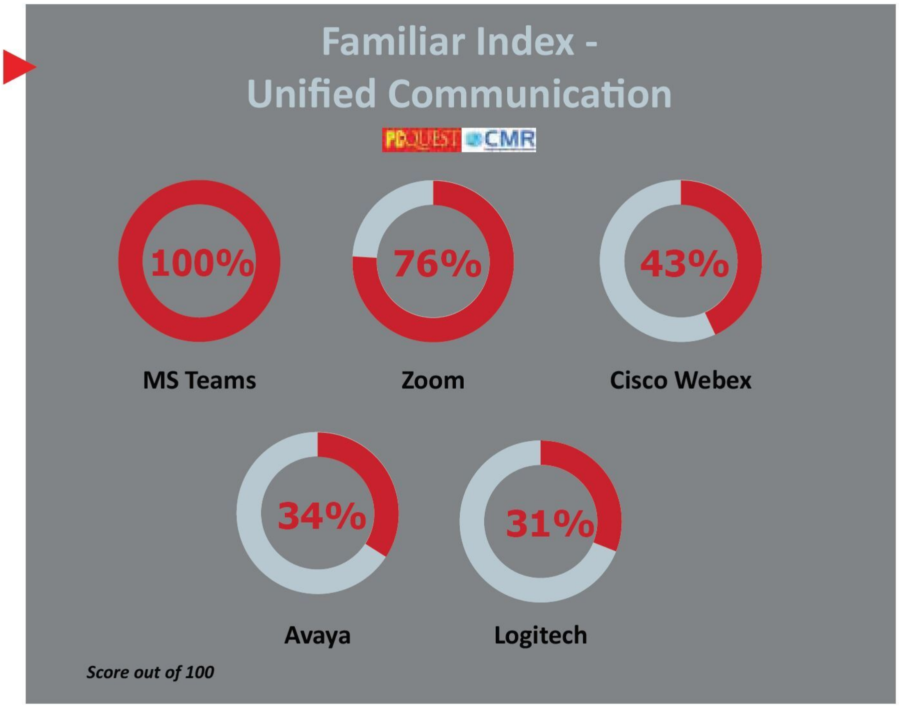
Cisco, the winner from last year, has fallen behind as MS Teams and Zoom take the lead this year

Unified communication (UC) solutions offer a range of benefits for businesses across various industry verticals. With innovative solutions and advanced features, UC solution providers continue to deliver value to enterprises, enabling them to streamline communication and collaboration and improve their overall efficiency and productivity.

According to market research reports, the unified communication market in India is projected to reach a value of USD 10.2 billion by 2026, growing at a compound annual growth rate (CAGR) of 12.1% from 2021 to 2026.

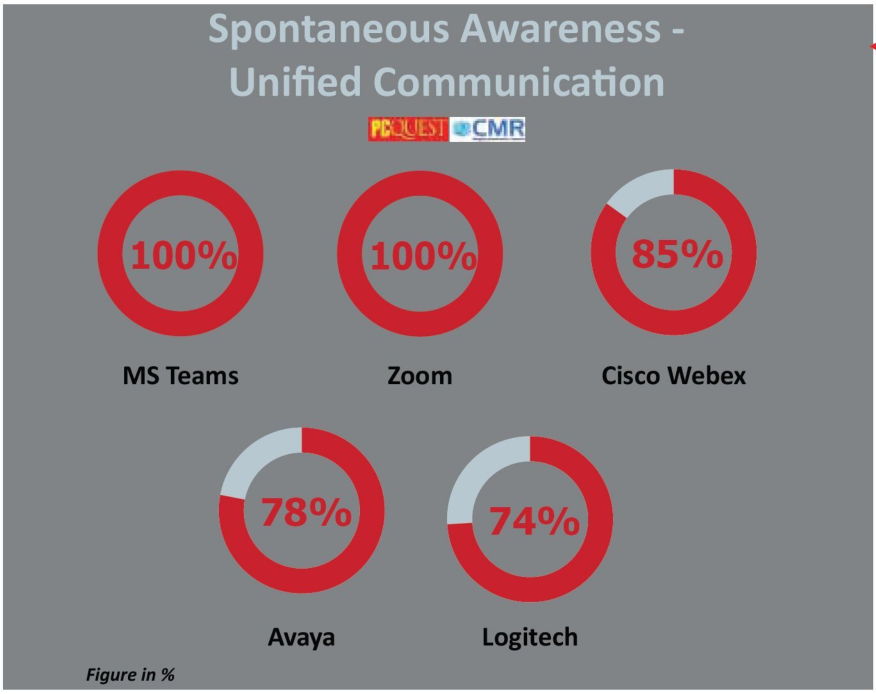
Last year, Cisco won all segments in this category with MS Teams as the first runner-up. However, this time MS Teams emerged as the winner by sweeping all the segments, and Cisco secured second runner-up position.

In terms of familiarity index, MS Teams achieved a perfect score of 100%, surpassing its competitors by a large margin. Zoom was placed at the second spot with 76%, followed by Cisco Webex (43%), Avaya (34%), and Logitech (31%).

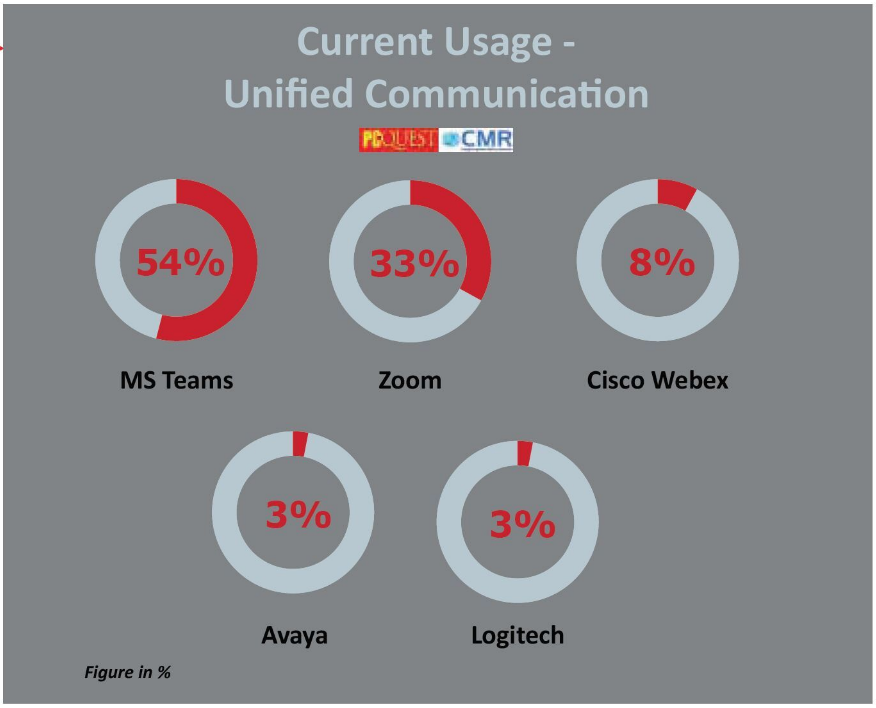


All users can easily remember MS Teams and Zoom as leading vendors for unified communication solution providers.

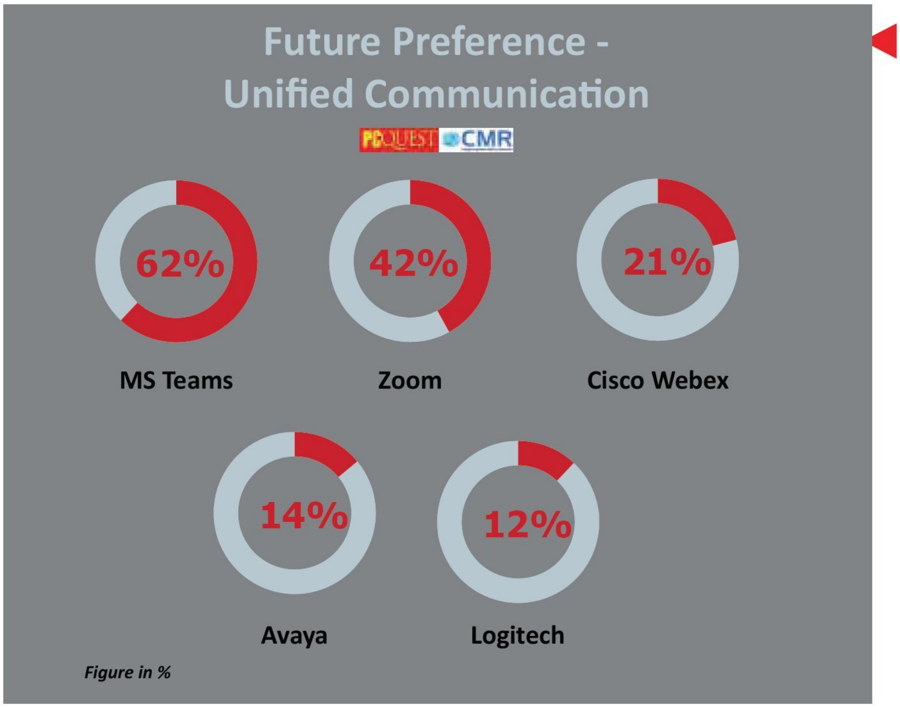
In our survey on Spontaneous Awareness, both MS Teams and Zoom received a perfect score of 100. Cisco Webex was a close contender with an impressive score of 85%. Avaya and Logitech followed with scores of 78% and 74%, respectively.



MS Teams has seen a significant increase in popularity, with its user base increasing from 11% last year to 54% this year. Zoom follows closely behind at 33%, while Cisco Webex, Avaya, and Logitech hold smaller percentages of the market share at 8% and 3% respectively.



Although the future is unpredictable, current data suggests that MS Teams and Zoom will continue to lead with stiff competition. Cisco Webex is expected to gain more ground with a 21% market share, followed by Avaya with 14% and Logitech with 12%.



MS Teams is the most popular brand and is poised to remain so in the future due to its well-known brand name, quality solutions, and reliable after-sales support/service. Zoom was particularly favored for its quality solutions and competitive pricing, while Cisco Webex was preferred for its brand name, Avaya for its post-purchase support/service, and Logitech for its affordability.

Reasons for Using Current Unified Communication

	MS Teams	Zoom	Cisco Webex	Avaya	Logitech
Brand Name	▨		▨		
Quality of Product	▨	▨			
Initial Price		▨			▨
After Sales Support / Service	▨			▨	

▨ High

Illustration by Nadeem Anees

BANDWIDTH MANAGEMENT AND OPTIMIZATION

SolarWinds NetFlow is the winner

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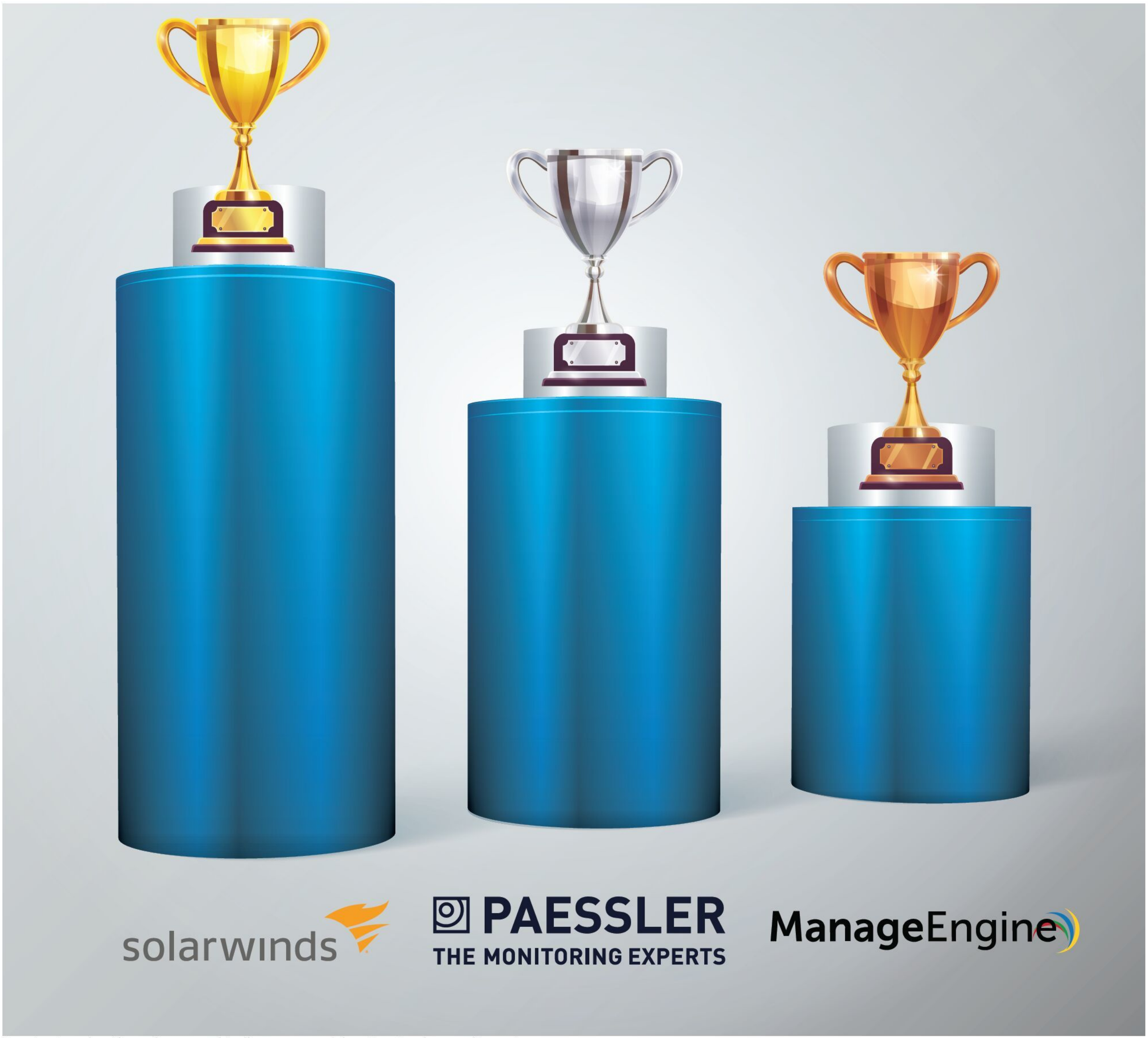
solarwinds
PAESSLER
THE MONITORING EXPERTS
ManageEngine

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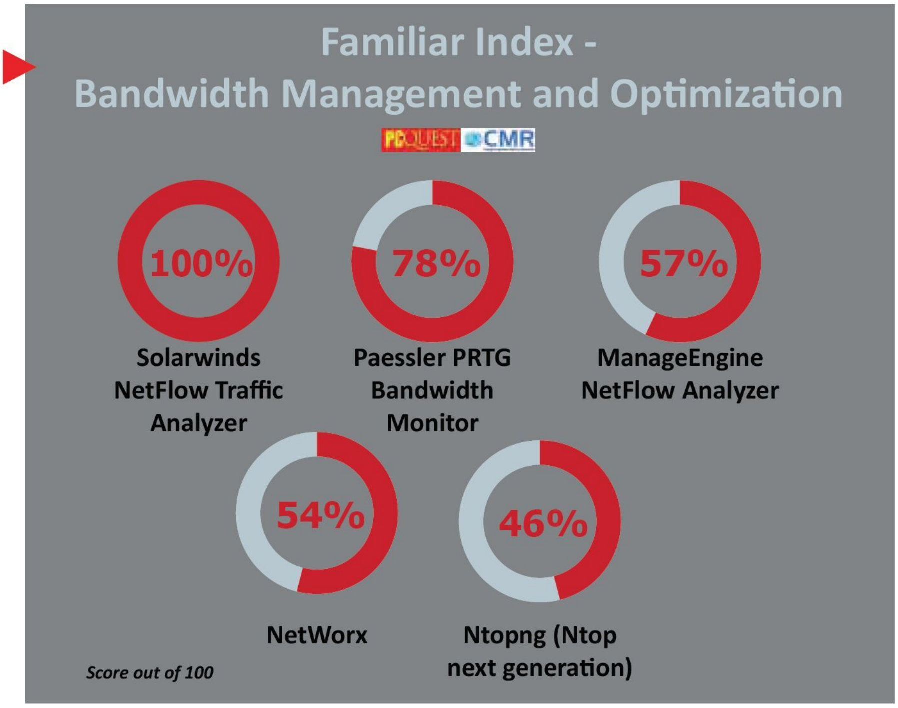
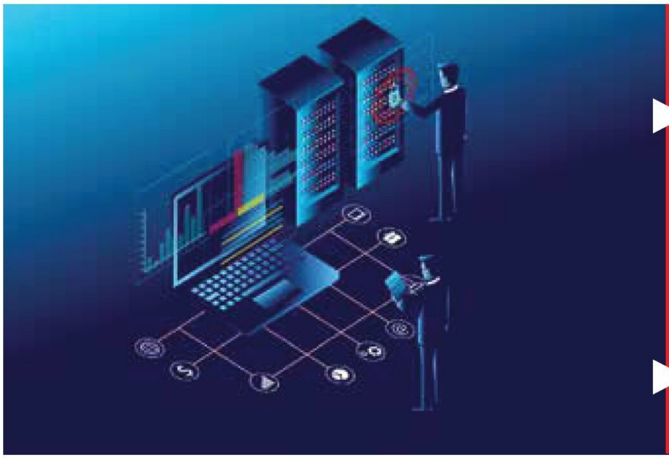
Currently, SolarWinds NetFlow has a strong hold in the market, but it may face stiff competition in the future

The rising popularity of digital technologies and Internet-enabled devices has emerged as a key catalyst for India's growth. With an increasing number of people gaining online access in the country, businesses and organizations are prioritizing investments in network bandwidth management software to effectively manage heightened traffic and demand on their networks.

According to *MordorIntelligence research*, the network bandwidth management software market in India is expected to expand at a CAGR of 12.2% during the forecast period (2021-2026).

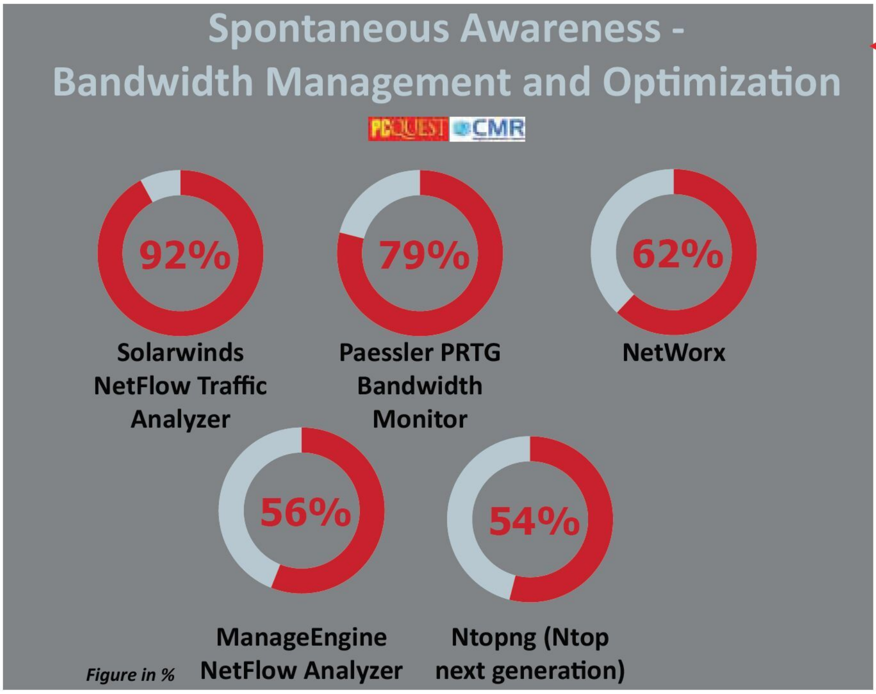
Solarwinds NetFlow achieved an outstanding score of 100% in our Familiarity Index, with Paessler PRTG coming in a close second at 78%. ManageEngine NetFlow achieved a respectable 57%, followed by NetWorx at 54% and Ntopng at 46%.


Familiar Index -
Bandwidth Management and Optimization
PCQUEST CMR
100%
Solarwinds NetFlow Traffic Analyzer
78%
Paessler PRTG Bandwidth Monitor
57%
ManageEngine NetFlow Analyzer
54%
NetWorx
46%
Ntopng (Ntop next generation)
Score out of 100

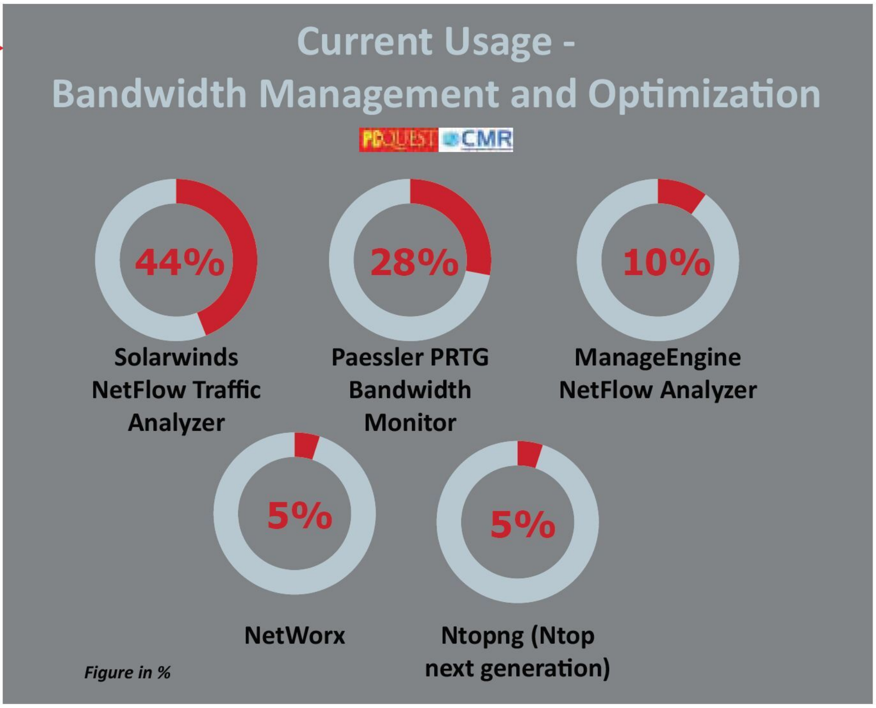


Four out of five users would consider SolarWinds NetFlow when selecting their next bandwidth management and optimization software.

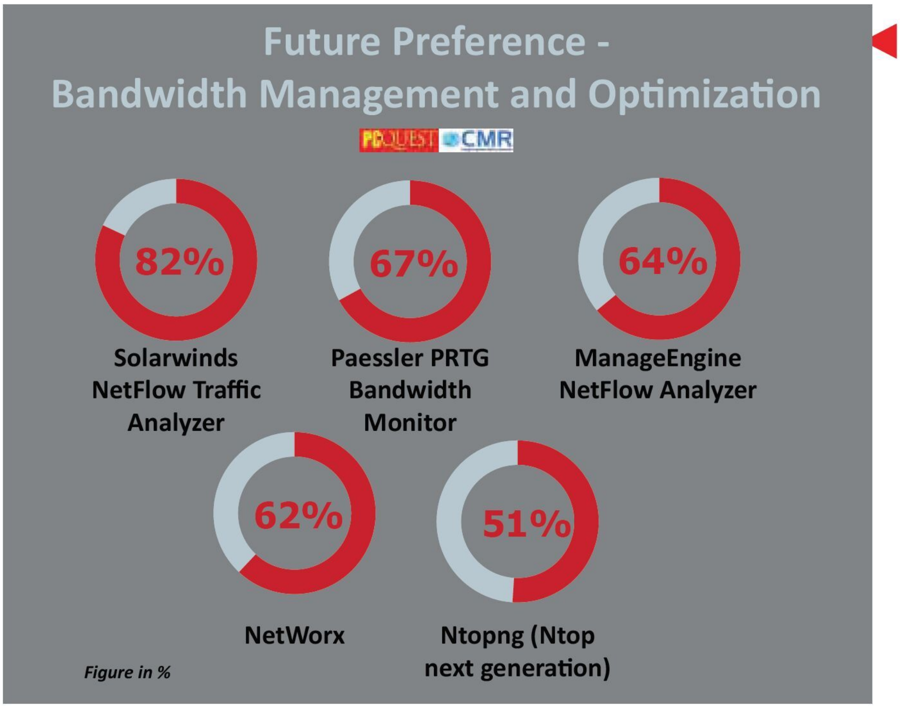
According to our Spontaneous Awareness research, Solarwinds NetFlow received the highest score at 92%, followed by Paessler PRTG with a score of 79%. Surprisingly, NetWorx surpassed expectations and came in third place as the most recognized brand with a score of 62%, while ManageEngine NetFlow received a score of 56% and Ntopng had a score of 54%.



SolarWinds NetFlow dominates the market, holding a significant lead at 44% for the currently used software solution. Paessler PRTG is a close runner-up with 28%. In contrast, ManageEngine NetFlow garnered only 10% of the market share while both NetWorx and Ntopng achieved just 5%.


Current Usage -
Bandwidth Management and Optimization
PCQUEST CMR
44%
Solarwinds NetFlow Traffic Analyzer
28%
Paessler PRTG Bandwidth Monitor
10%
ManageEngine NetFlow Analyzer
5%
NetWorx
5%
Ntopng (Ntop next generation)
Figure in %

The survey suggests a challenging road ahead for all brands in the category, with Solarwinds NetFlow emerging as the winner with 82% of respondents intending to stick with it in the future. Other potential contenders include Paessler PRTG (67%), ManageEngine NetFlow (64%), and NetWorx (62%), while Ntopng scored 51%.



Let's explore the reasoning behind the brand selections. SolarWinds NetFlow was favored for its reputation and top-notch solution quality; Paessler PRTG stood out for its strong brand recognition. Meanwhile, ManageEngine NetFlow caught respondent's attention with their excellent post-sale support/services, and NetWorx was chosen due to its competitive pricing. Lastly, Ntopng was selected because of the high-quality solutions.

Reasons for Using Current Bandwidth Management and Optimization

	Solarwinds NetFlow Traffic Analyzer	Paessler PRTG Bandwidth Monitor	ManageEngine NetFlow Analyzer	NetWorx	Ntopng (Ntop next generation)
Brand Name	■	■			
Quality of Product	■				■
Initial Price				■	
After Sales Support / Service			■		

■ High

Illustration by Nadeem Anees

Tally retains market leadership

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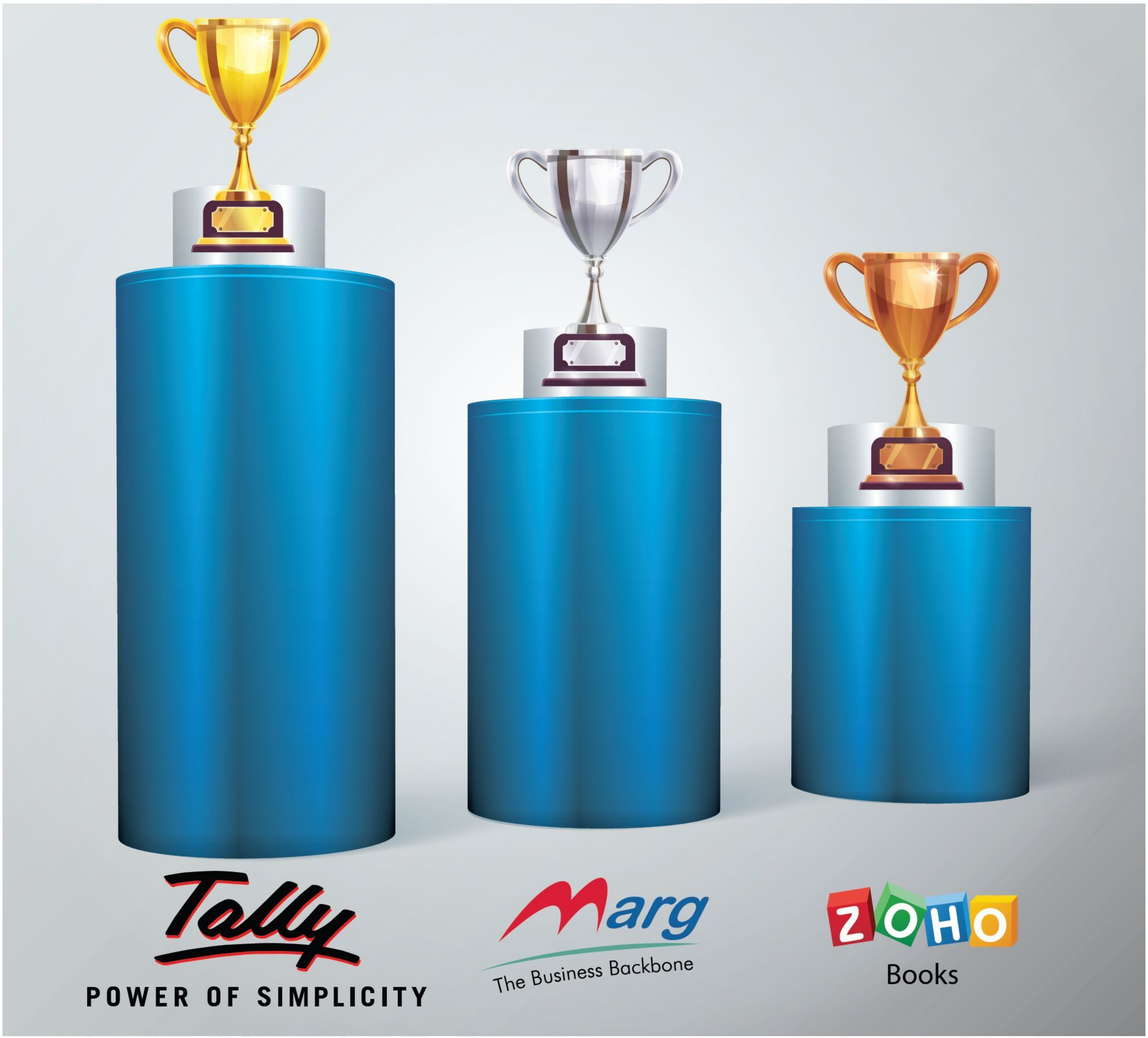

Tally
POWER OF SIMPLICITY
Marg
The Business Backbone
ZOHO
Books

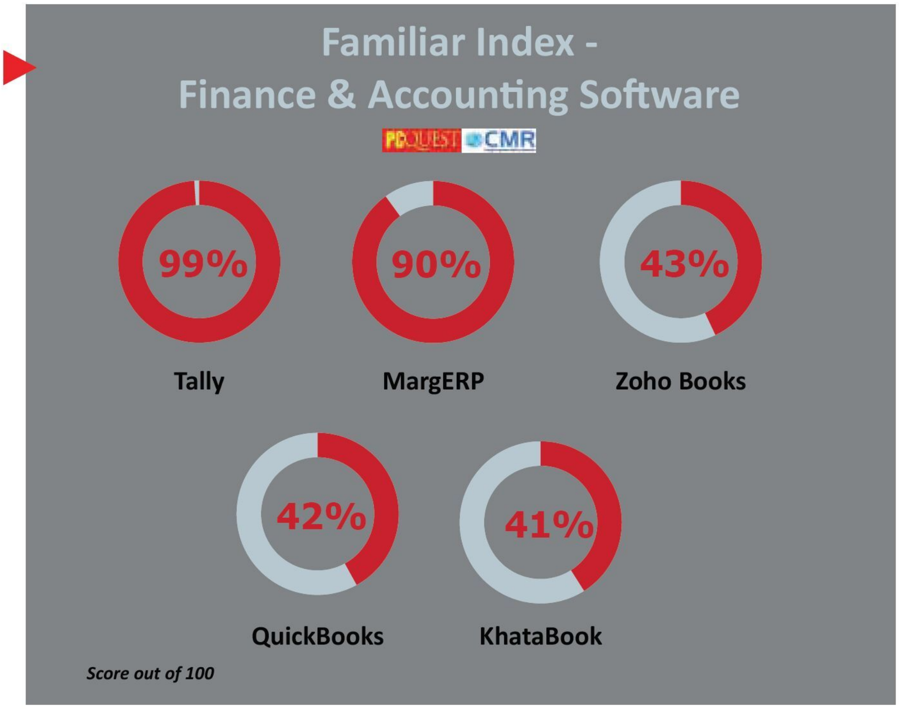
For citation details and process kindly connect with rajivp@cybermedia.co.in

Tally has long been the leader in the finance and accounting sector, but MargERP is emerging as a powerful competitor. In the future, it is possible that MargERP could even supplant Tally as the go-to solution for finance and accounting

India's finance and accounting software market is booming due to increased digital adoption, regulatory requirements, and a need for operational efficiency. Factors driving demand for F&A software in India include increased efficiency and competitiveness. This market is set to expand, creating new opportunities for businesses.

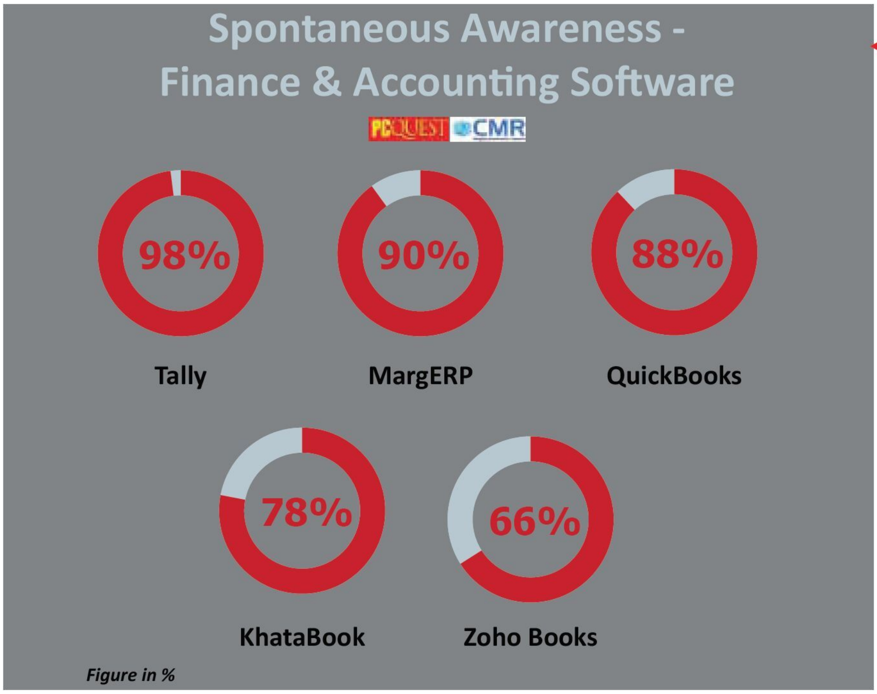
ResearchandMarkets report forecasts 8.5% CAGR growth for India's F&A software market. Investment in SaaS has surged by 62.5% and is projected to reach $6.5 billion by 2022.Tally is currently the top F&A software in India's market, followed by Marg ERP and Zoho Books, according to survey results.

Tally scored the highest in the Familiarity Index at 99%, while Marg ERP surprised with a close score of 90%, thanks to robust features, functionality, and strong marketing campaigns. Zoho Books, QuickBooks, and KhataBook scored 43%, 42%, and 41%, respectively, indicating low familiarity among Indian businesses and individuals.

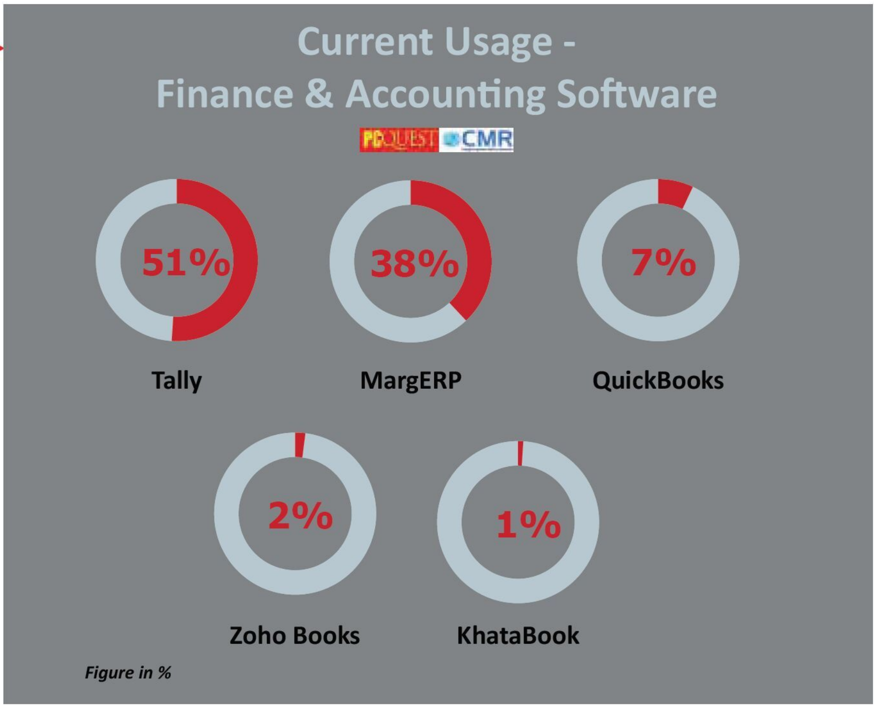


Apart from brand name and quality of product, initial price is more important than after sales service while selecting vendor of financial & accounting software.

Tally has a 98% spontaneous awareness score, making it the most popular brand in Indian accounting software market. Marg ERP and QuickBooks scored 90% and 88%, respectively, while KhataBook and Zoho Books trailed with 78% and 66% scores, indicating lower brand recognition.

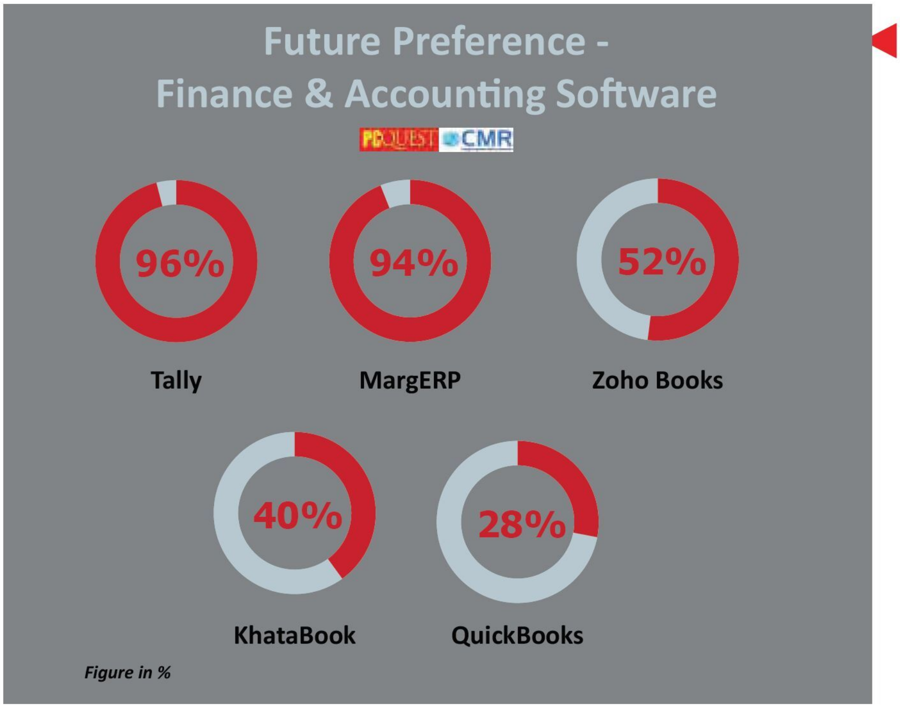


Tally dominates the market with 51% usage, Marg ERP follows with 38%, while QuickBooks trails with 7%. Zoho Books and KhataBook have scores of only 2% and 1%, respectively.



Marg ERP has a Future Growth Index score of 96%, which is a significant increase from its Current Usage score of 38%, suggesting that it has been successful in attracting and retaining customers. Marg ERP is expected to become a strong competitor to Tally, which has a score of 94%.

Zoho Books has a Future Growth Index score of 52%, KhataBook has a score of 40%, while QuickBooks has the lowest score of 28%, despite being a popular global brand.



Tally was chosen for its strong brand name and initial price, while Marg ERP was chosen for its well-known brand name and quality of product. QuickBooks was selected for its excellent after-sales support and service, and Zoho Books and KhataBook were chosen for the quality of their solutions.

Reasons for Using Current Finance & Accounting Software

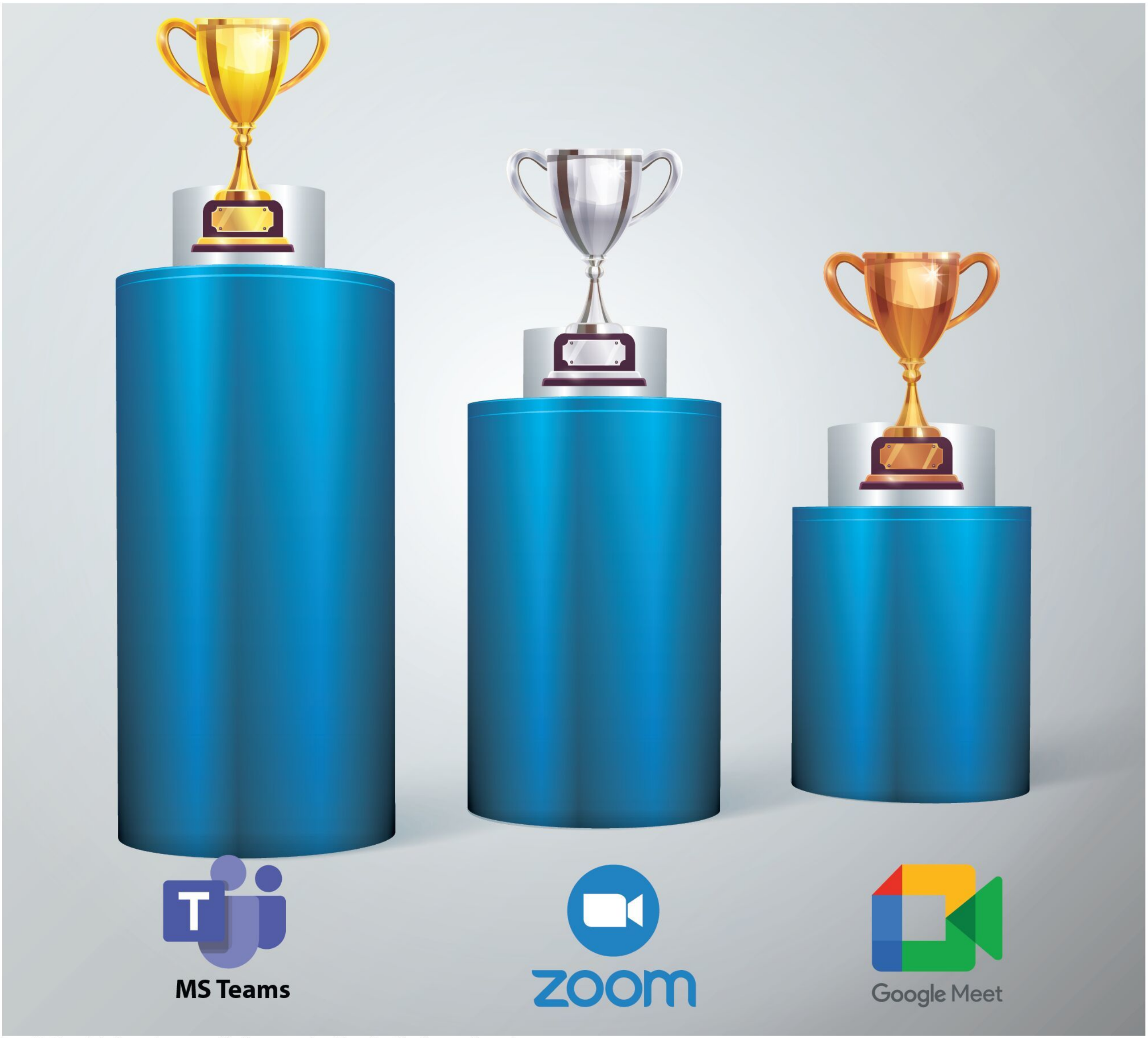
	Tally	MargERP	Quick Books	Zoho Books	Khata Book
Brand Name	▨	▨			
Quality of Product		▨		▨	▨
Initial Price	▨				
After Sales Support / Service			▨		

▨ High

Illustration by Nadeem Anees

Microsoft Teams is the new winner, overtaking Zoom

Satya Sundar Mohanty, CyberMedia Research
Ashok Pandey, PCQuest
✉ pcquest@cybermedia.co.in



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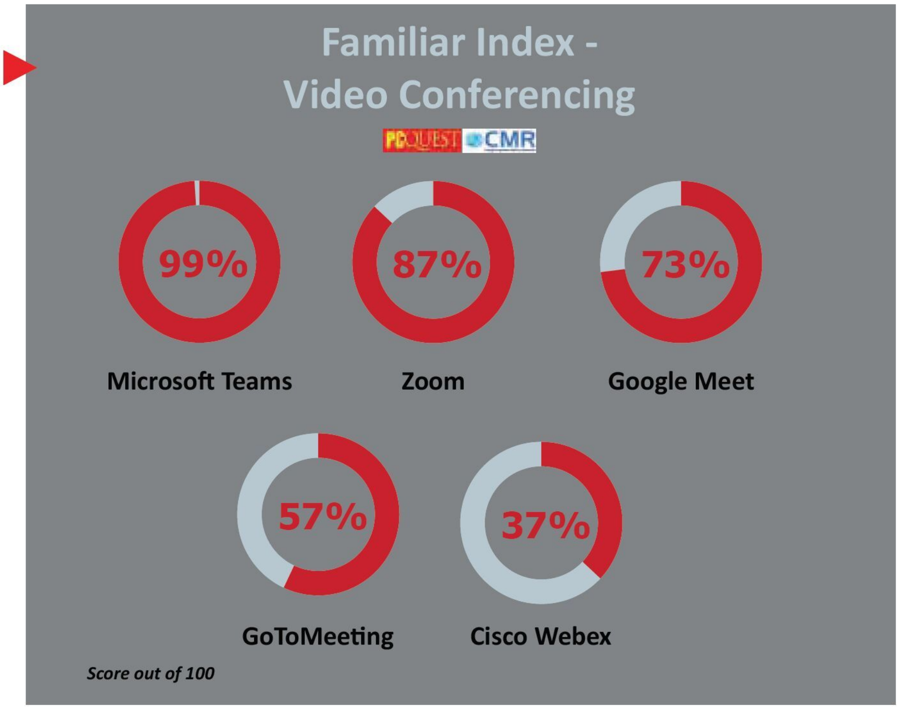
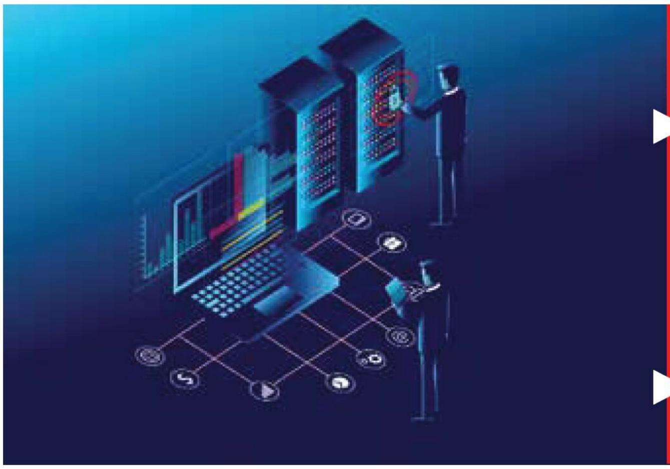
> While Zoom may be a more commonly recognized brand name, “MS Teams” is currently dominating and will continue to do so in the future

The pandemic accelerated the adoption of remote work and virtual communication, leading to an increased demand for video conferencing solutions. Based on a *ResearchandMarkets* report, the video conferencing market in India is set to record a CAGR of 1.5% between 2021 and 2027, driven by the software industry and rising demand for remote communication solutions.

Last year, Zoom emerged as the victor with MS Teams closely following as first runner-up. However, this time around, MS Teams surpasses Zoom to claim the top spot while Google Meet maintains its position as second runner-up.

Based on the Familiarity Index, Microsoft Teams received the highest score of 99% for video conferencing solutions in India, which is not surprising due to the surge in remote work and virtual communication during the pandemic. Zoom ranked second with a score of 87%, followed by Google Meet at 73%, GoToMeeting at 57%, and Cisco Webex had the lowest score at 37%. As competition intensifies, it will be intriguing to see how these platforms differentiate themselves and continue innovating to satisfy their users' demands.





Three out of every four users would strongly consider Microsoft Teams when selecting a video conference solution provider.

Zoom is the most memorable video conferencing solution with 100% brand recall, showing its strong presence in the Indian market. MS Teams scored 95%, indicating it's less recognizable but still widely used in enterprise settings. Google Meet ranked third with an 88% score, followed by GoToMeeting (58%) and Cisco Webex (52%). Despite being a well-established solution, Cisco Webex may not be as top-of-mind as newer solutions like Zoom and MS Teams.

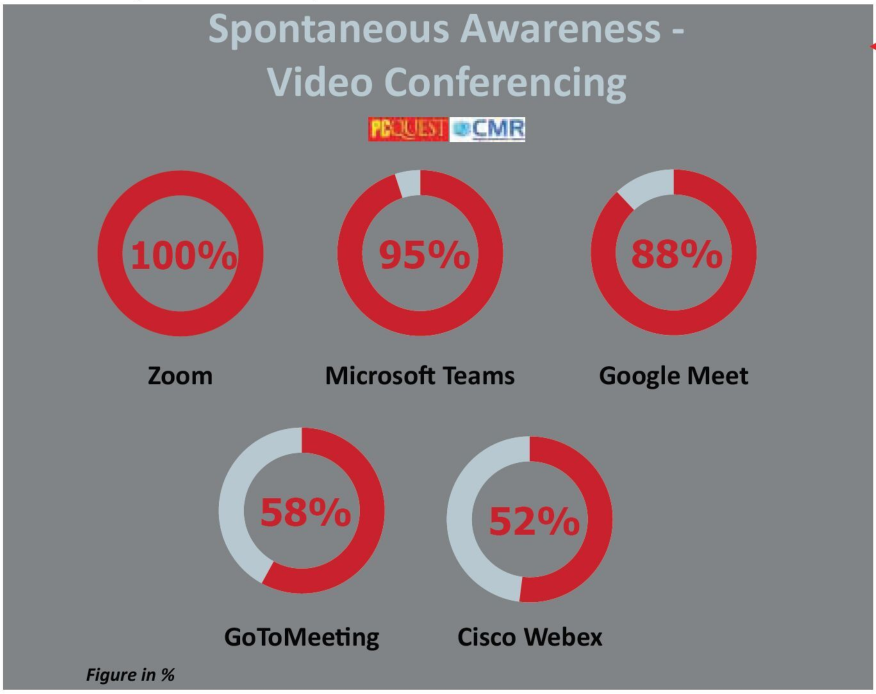


Figure in %

MS Teams surpasses Zoom in current usage with a 32% user base compared to Zoom's 23%, according to recent data. Google Meet trails behind with 17%, followed by GoToMeeting at 13% and Cisco Webex at 9%. Although Zoom has higher brand recall, MS Teams is currently the more popular video conferencing platform for users.

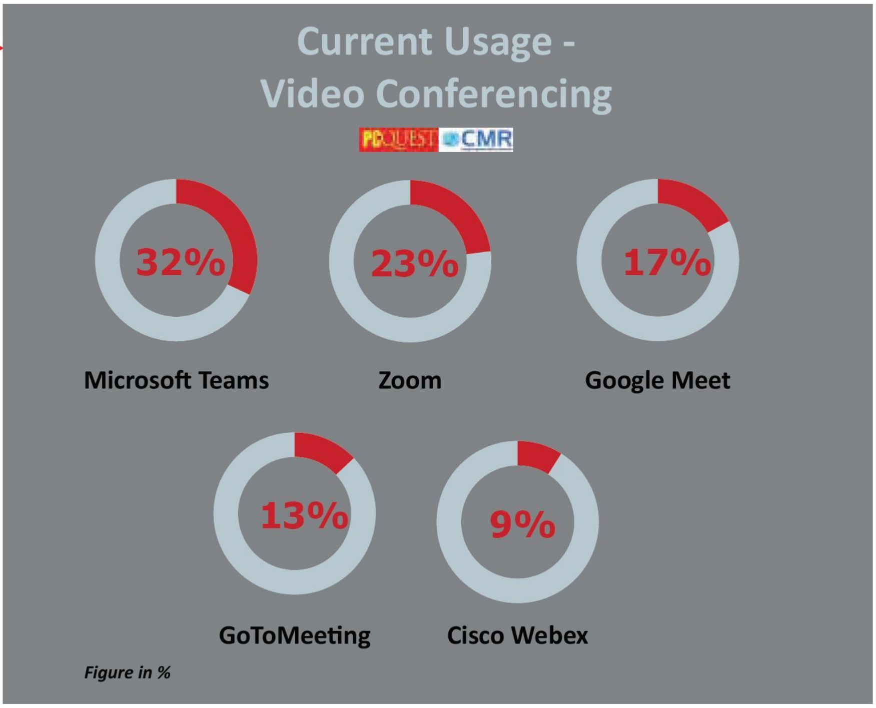


Figure in %

MS Teams is the most popular VC solution among respondents, with 77% indicating a preference for this platform. Zoom comes in second at 68%, while Google Meet is a viable option for virtual communication with 59% of respondents expressing willingness to use it. GoToMeeting garners 52% interest, while Cisco Webex trails with only a quarter of respondents opting for it. Evidently, Cisco Webex has lost ground compared to its rivals. For reliable and effective VC solutions, companies and individuals can confidently consider MS Teams and Zoom as top choices.

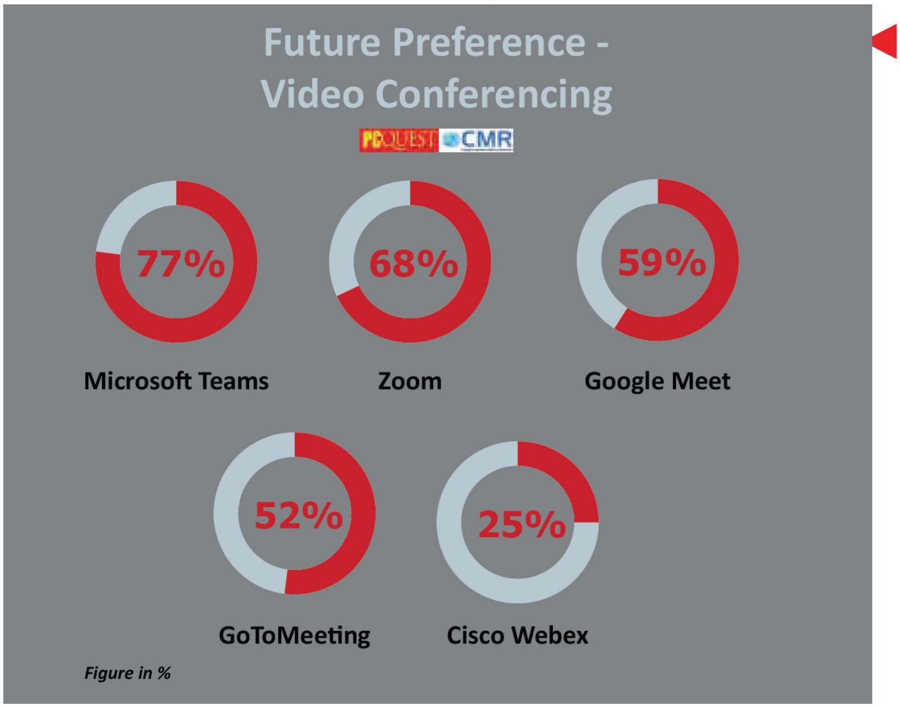


Figure in %

When asked for reasons, MS Teams was chosen for its renowned brand name and superior quality, while Zoom was favored for its excellent product and cost-effectiveness. Google Meet and Cisco Webex were preferred for their competitive pricing, and GoToMeeting received attention for its reliable after-sales support.

Reasons for Using Current Video Conferencing

	Microsoft Teams	Zoom	Google Meet	GoTo Meeting	Cisco Webex
Brand Name	▨				
Quality of Product	▨	▨			
Initial Price		▨	▨		▨
After Sales Support / Service				▨	

▨ High

Illustration by Nadeem Anees

Einstein GPT—No need for developers to worry about it

Pratima H
pratimah@cybermedia.co.in

Now that they have the skeleton code, developers will need new skills to work on, assures a Cloud and developer-ecosystem expert

Salesforce big splash of the year- Trailblazers DX 23 in San Francisco, had a lot of rabbits coming out of Salesforce’s hat. We got to meet ***Gaurav Kheterpal, Founder and CEO, Vanshiv Technologies*** and a seasoned trailblazer himself – to help us in translating all the hype for developers- and what all of this buzz exactly means for the ecosystem in India.

GAURAV KHETERPAL, Founder and CEO, Vanshiv Technologies

▾ What did you pick at this year’s gathering? What should developers be excited for?

I have built my career on the Salesforce platform. I have worked with many big partners and set up operations for them. It is a growing ecosystem unlike Oracle and SAP which are now, a tad, stagnant.Specially for India where the Salesforce partner ecosystem is growing well. A lot of people are cross-skilling and moving into Salesforce.

▾ No-Code, Pro-Code, Low-Code – where is this world finally moving to?

In Salesforce, these have co-existed for quite some time. They believe that you do not need to write a code for everything. That’s why there were point-and-click development tools already. Generative AI is the next new tool, and the prospects are quite fascinating. It would be interesting to see code-on-the-fly now. But developers need not be worried. They will get a starter template with Einstein GPT that they can refine from there on. There is no need to be worried about their jobs. It is all about a chance and capability to write better quality code.

▾ What’s your take on directions like open source and APIs? Do they help developers?

With Salesforce, components are built on both proprietary and API set-ups. It is a mixed bag vis a vis other ecosystems. GitHub repositories come to my mind when I think of open source. Yes, Open source surely helps with reference code, documentation and repositories for collaboration.

> ▼ It would be interesting to see code-on-the-fly now. But developers need not be worried.

▾ So a lot will change after APIs from Chat GPT, Whisper APIs and this announcement of Einstein from Salesforce?

Definitely. Developers can build apps any way they want. It opens up the ecosystem to a new level. There are lots of possibilities now.

▾ When do you think Einstein GPT will hit the ground running – beyond the pilots?

They usually follow a three-six-month cycle. The pilots are followed by a closed beta and then a GA release. I guess Salesforce follows a 3-release cycle format. So let’s see.

▾ Do you think developers will have to work on new skills now – like prompt-engineering – after AI takes over a lot of the grunt-work?

AI will definitely reduce the amount of work for developers. They will have to work

on optimization of code – an area which is an after-thought right now. But it will get focus and time after AI comes in. With a skeleton built for a developer, one will have to look into code optimization, performance benchmarking etc. Good quality code will become the priority. And it will be easy to do it.

▾ Is Citizen Code a real thing–much beyond the on-paper hype? How much will change after AI?

It is still early days, but the science looks promising. AI is a catalyst and it will jumpstart it. With Google's Bard, and Einstein and other such engines, it would be a keenly-contested space. No one will want to be left out of this race.

▾ What caught your fancy? Did you see something exciting at this year's Trailblazers DX?

Apart from the big GPT announcement, of course, Data centralization was the new theme. Being able to identify the Golden Record has been a classic challenge. So this Data Cloud announcement is a big step. The platform is maturing well every year – and a lot of enhancements, with Tableau, Mulesoft, and Slack are praiseworthy.

▾ All big enterprise players have a conscious effort in building the developer edge. Who is doing it right? What's still missing?

That's true. And developers matter. The way I see it is that Salesforce has India as the strongest developer community, followed by the US. A lot of capacity building is happening here. As to what's missing, proprietary technology is still perceived with a risk mindset. May be there can be a better messaging effort to change that mindset.

▾ Why is Salesforce different?

They have done a phenomenal job in tapping net-new talent. Salesforce Talent Workforce Development program is a great effort. They undertake trainings in collaboration with colleges and universities – for fresh students. There is a lot of work happening in Tamil Nadu, Telangana and Rajasthan. It helps in growing the overall talent pool. This is a strategy which is very distinct from other companies.

> ▼ AI would be a keenly-contested space. No one will want to be left out of this race

▾ What do you think of IDEs – like the Code Builder from Salesforce?

That's the number one trait which a developer needs. Salesforce has eliminated local machines although it is not a hundred percent close there. But if you are on Cloud, you can still do a lot with this capability. It allows for end-to-end and CI, CD work too. All this can be done 'on the fly'. In the next few years, the classical development cycle would change a lot. ■

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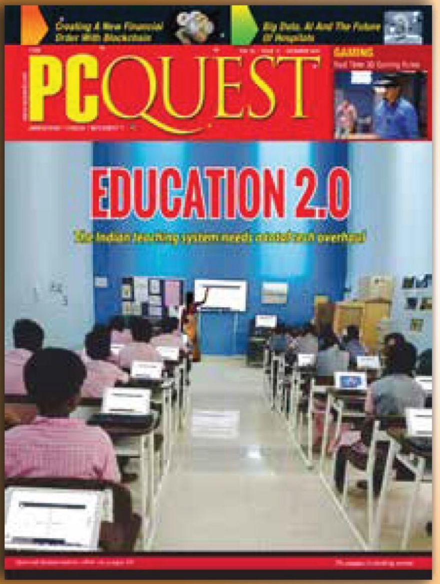
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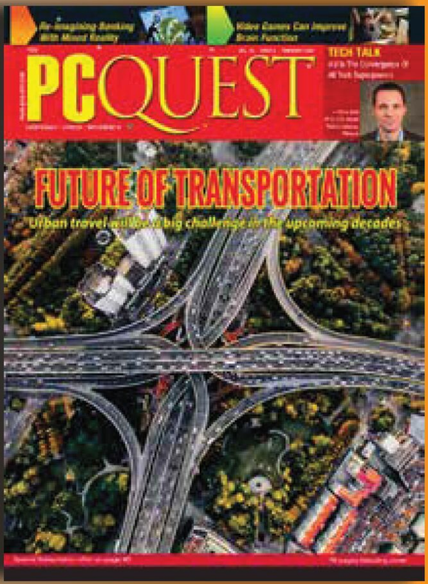
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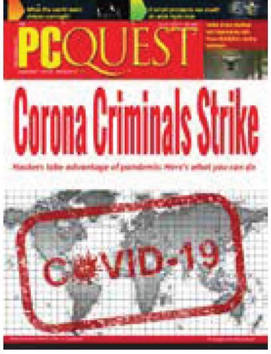

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Out of the oven, into the refrigerator

Pratima H
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Satish NS, President, Haier India defrosts many just-out-and-about trends as he opens the doors for a peek into why and how this consumer appliance major is using AI, IoT, chatbots and wearable tech. It's about adding relevance as well as distinction for the new digital age. Let's see this double door model of technology.

▾ What areas of technology has Haier invested in in the last 2-3 years?

Customer satisfaction lies in the ethos of Haier's growth trajectory, hence technological advancements and product development go hand in hand. Being the global leader in home appliances and consumer electronics, Haier has showcased future-ready smart homes, AI, IoT-enabled laundry solutions, and new-age technologies such as voice command. Let me cite some of the recent product developments, backed by innovation and customer-centricity. Like: At Haier, we launched the Haier 979 Front Loading Washing Machines with intelligent features such as AI Dynamic Balance System, Anti-Bacterial Technology, PuriSteam, Bionic Magic Filter, and Smart Sense Technology. Also, Haier has recently launched its Kinouchi 5-Star Heavy Duty Pro series of air conditioners in India. Frost Self-Clean Technology, the Smart Convertible Feature, and other intelligent features are included in these air conditioners.

▾ What big changes or challenges did you confront during the pandemic? Many enterprises which pushed the pedal on digital transformation in 2020 and 2021 have not been able to keep them going or scale in 2022. What's your perspective?

During the pandemic the consumer demand fluctuated resulting in a 10-15 per cent drop in annual sales for consumer durables industry owing to washed-out summer seasons. However, air conditioners and refrigerators saw a surge in sales. Last fiscal year, the industry exceeded the pre-pandemic value mark, and this fiscal year, it will exceed the pre-pandemic volume mark by three per cent. Now the consumer durables industry is expected to grow by double digits, increasing revenue by 15-18 per cent to Rs 1 lakh crore this fiscal.

In today's time digital transformation is a necessity for any industry to reach out to their respective audience. In the last few years, numerous sectors have seen multi-faceted growth backed by use of cloud, digital collaborative platforms, AI and automation. We firmly believe that the road to future success is driven by product innovation, digital collaboration and customer centricity.

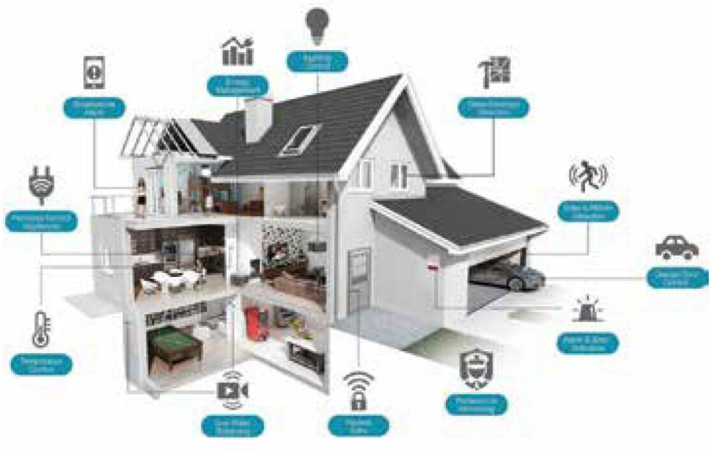
SATISH NS, President, Haier India

▾ Why or why not is technology crucial to your business? Especially in the supply chain, retail, manufacturing, etc. How hi-tech is your Noida factory?

Technology plays a major role in shaping the growth dynamics of any brand, at Haier we constantly work on bringing in technologically advanced products from our state-of-the-art factories. We have established a state-of-the-art manufacturing facility in Greater Noida to fuel our commitment for 'Made in India' and 'Made for India'. Our facility harnesses technology and automation to support our manpower and deliver best in class products at ask.

▾ What's your sense of the use of IoT, AR, VR (retail), IoT and robotics (factories), Blockchain (supply chain), and smart sensors (products)—any examples you can share?

Predictive AI-powered and IoT-enabled applications, gadgets, smart devices, entertainment systems, and appliances make users' lives more secure, comfortable,



convenient, and safe. Haier Smart Home, the world's leading home appliance brand, smart home ecosystem builder and a subsidiary of Haier Group, has been recognized by Fortune, ranking no.1 for companies in the home equipment and furnishings industry. Haier has designed collaborative setups for an integrated consumer experience using Smart solutions, and we expect to be among the top three consumer appliance brands in the country by 2023. AIoT is created when AI and IoT merge, which is a smart, connected network of devices that seamlessly communicate to power data better and faster. These trends are all around us, from wearable technology that continuously tracks user preferences and behaviors to smart home appliances and assistants that help people with daily tasks. These personal comforts are frequently referred to as "Smart Homes," including TVs, AI assistants, ACs, refrigerators, washing machines, security systems, and even coffee makers.

▾ The home appliance industry is facing many issues—like complaints of eavesdropping by smart devices, sustainability, poor software support of smart home devices, and climate change concerns. What's your take and effort here? Any role that technology plays?

As a leader in the consumer appliances industry Haier draws its inspiration from its customers and combines the same with the advanced technological and industrial research. Our products are smart, practical, fashionable, and we constantly strive to bring introductions that address consumers' needs in daily life. In terms of sustainability and climate change challenges, all of the Haier products are built with the idea of the most energy-efficient appliances, and we have also been awarded with "The Most Energy Efficient Appliance" award at National Energy Conservation Awards (NECA) – 2022 to show our commitment towards sustainability, technology and customer satisfaction.

▾ When we think of connected homes—has there been enough evolution of fast-enough apps, ecosystem ease, security, and right-to-repair of these devices?

Smart Homes in today's time is not a concept but a way of living. Automation has made it its way to all kinds of smart appliances. Similarly, Haier products are backed by the brand philosophy of 'Inspired Living,' be it Bottom Mounted Refrigerators designed with Indian consumers' dietary and food storage habits in mind, or India's first side-by-side refrigerator to cater to consumers' food storage needs or a range of washing machines that operate at nearly zero water pressure, or Haier's Kinouchi range of AC equipped with Frost Self-Clean Technology and the Smart Convertible Feature where the users can use the Smart Haier App to create their own 7-day cooling schedule, receive reminders to clean or change filters, and monitor daily energy consumption. We have always been ahead of the curve at Haier, having developed systems involving chat-bots that could iterate information regarding customer grievances. We have all the technological advancements in house to bring the best of the products to our customers across India. The advanced range of products across categories help users to create their smart home. ■

> ▼ We have developed systems involving chat-bots that could iterate information regarding customer grievances

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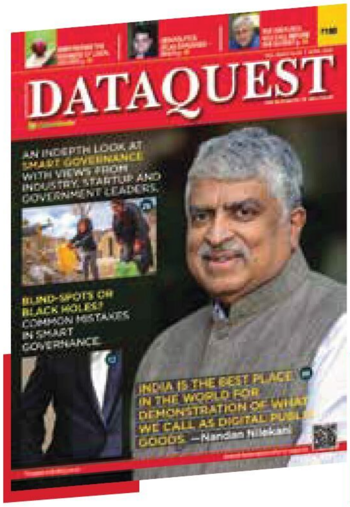
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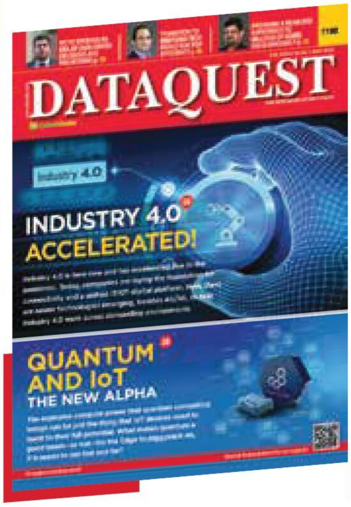
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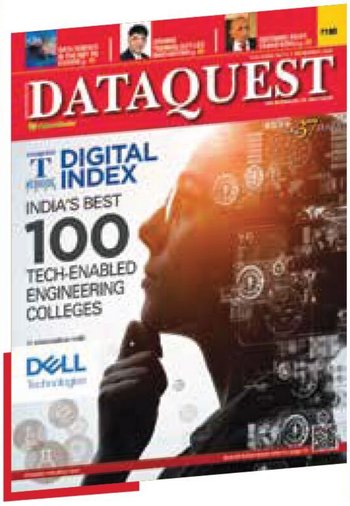
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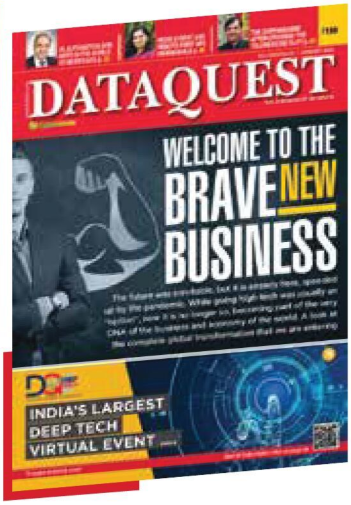
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Breaking boundaries: The remarkable impact of AI on content creation

Generative AI is gaining popularity in creating diverse content forms such as audio, code, images, text, simulations, and videos, with the potential to transform our approach to content creation

Ashok Pandey, PCQuest
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AI chat and search

01

ChatGPT: ChatGPT has taken the internet by storm as a viral sensation. It is a conversational interface for OpenAI's powerful GPT-3 large language model, which has been made available as a free research preview to the public. The conversational AI is trained on an extensive corpus of text from 2021 and earlier, and its capabilities have recently been expanded with the introduction of ChatGPT-4.

02

Perplexity.ai: It is a cutting-edge conversational search engine that is powered by AI. With its innovative Ask Anything app, you can easily search for information on any topic. This powerful tool is essentially ChatGPT, but with the added benefits of voice search capabilities and cited search results.
One of the best things about Perplexity AI is that it is completely free to use. You can ask any question, and follow up with additional queries, receiving direct responses that include citations to support the information provided.

03

YouChat: It is a revolutionary search engine that offers a more conversational way of interacting with AI. Similar to ChatGPT, this AI tool is built on existing Large Language Model (LLM) AIs, but with the addition of custom features created by You.com. This innovative approach to searching provides users with a more personalized and natural experience, making it easier than ever to find the information you seek.

04

NeevaAI: NeevaAI is at the forefront of a new frontier in AI search, utilizing cutting-edge Large Language Models (LLMs) and an independent search stack to create a truly unique and transformative search experience. With NeevaAI, users can receive direct AI-generated responses that are supported by citations, followed by standard search results.

05

Poe: Quora's Conversational AI, Poe, offers a unique experience with multiple assistants possessing different strengths. This innovative tool allows you to ask questions, receive instant answers, and engage in back-and-forth dialogue with AI. Quora has incorporated OpenAI GPT-4 and Claude-v1.2 into their new app, enhancing its capabilities and providing users with more accurate and personalized responses.

AI chat and search

06

Stable Diffusion Online: Stable Diffusion generates photo-realistic images from text input, enabling billions to create stunning art in seconds. Stablediffusionweb.com offers an easy-to-use interface for creating images using this advanced model. Unleash your creativity and create breathtaking visuals with Stable Diffusion.

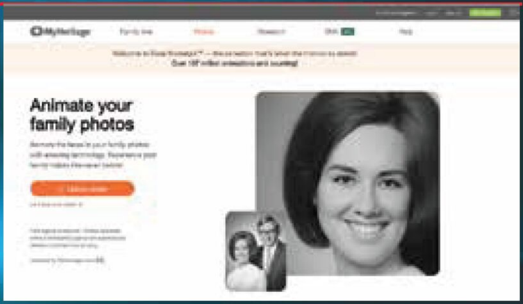
Remove any unwanted object, defect, people or text from your pictures in seconds

07

Cleanup.Pictures: Say goodbye to unwanted elements in your photos with our cutting-edge AI tool. Using advanced in painting techniques, our technology can remove unwanted objects, defects, and even people from your images with ease. Achieve the perfect photo by retouching imperfections effortlessly. Let our AI take care of the details while you focus on capturing the perfect shot.

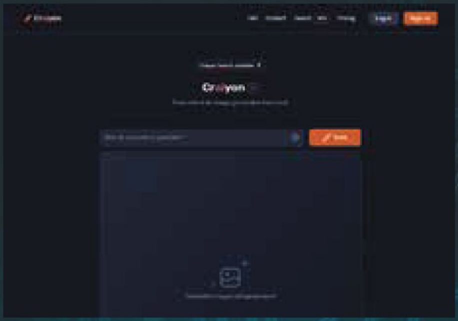
08

Deep Nostalgia: Experience your family history like never before with our revolutionary tool. Bring your distant relatives and ancestors to life by animating their faces in old family photographs. Witness them smile, blink, and laugh just as if they were recorded on video. Unleash the power of technology to bridge the gap between the past and present.



09

DiffusionBee: DiffusionBee is a free Stable Diffusion artwork generator for MacOS that allows you to easily create AI art on your computer. With no usage limits, you can generate any image in any style using a text prompt, or modify existing images to create new ones. All of this can be done offline.



10

Craiyon: Craiyon lets you turn your words into beautiful images with just one click. Use your imagination to create artwork, portraits, or just have fun with weird prompts. This online tool uses the Dall-E Mini model to generate visually stunning AI art from your text input.

11

Dall-E: DALL-E and DALL-E 2 are advanced deep learning models created by OpenAI to produce digital images from natural language prompts. DALL-E, introduced in January 2021, uses a modified version of GPT-3 to generate images, while DALL-E 2 can combine concepts, attributes, and styles to create original, realistic art. OpenAI's image-generation tool allows you to create up to 15 free images per month using these models.

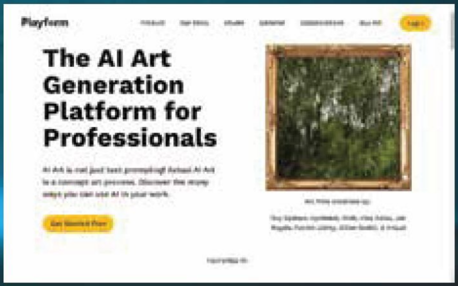
NVIDIA Canvas

12

Nvidia Canvas: NVIDIA Canvas is a Windows software that turns brushstrokes into realistic landscape artwork using AI. It requires an Nvidia RTX graphics card. Paint simple shapes and lines with real-world materials and watch as the AI fills the screen with stunning results in real time. Swap materials and transform your artwork instantly. Use it to create backgrounds quickly and explore concepts faster. The creative possibilities are endless.

13

Playform: It is more than text prompting! Playform turns sketches into artwork using generative AI. It's free to try, but paid credits are needed to download watermark-free images. Playform makes AI accessible to all artists without the need for technical expertise or coding. Use it throughout your creative process, from inspiration to production.



The AI Art Generation Platform for Professionals

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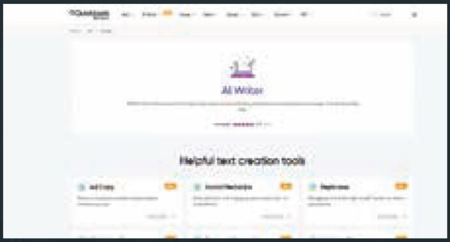
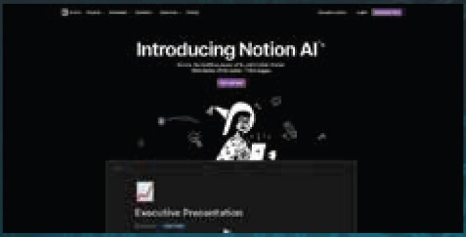
AI writing tools

14


AI Writer
Helpful text creation tools

PicsArt AI Writer: The AI Writer makes writing easy and gives your copy a premium edge for free. Simply input prompts, generate words, and tweak as needed. Use it for social media bios, marketing slogans, advertising, and more. AI Writer is designed to save you time and is easy to use. Get SEO-optimized copy, social media content, marketing material, and more. No fees, no registration, no hassles.

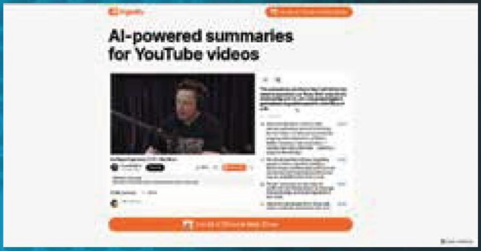

Introducing Notion AI
Executive Presentation

15

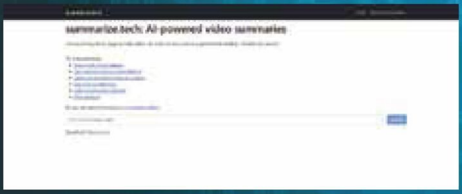
NotionAI: Notion AI is an AI assistant launched by Notion Labs Inc to enhance productivity. Users can write, edit, summarise and brainstorm ideas with the help of this generative AI tool. It can even help with writer's block by creating a first draft based on a topic.

AI content summarizers

16


AI-powered summaries
for YouTube videos

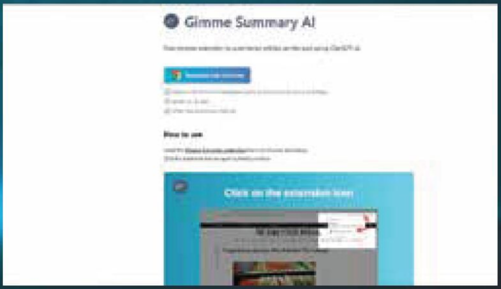
Eightify: Easily create text summaries of YouTube videos with clickable highlights that take you straight to relevant sections. You can create up to three free summaries per week, as long as the video is under an hour long and has at least 30,000 views. After that, simply pay as you go for additional summaries.


summarize.tech: AI-powered video summaries

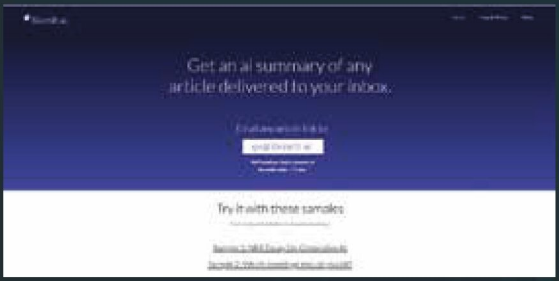
17

Summarize.tech: It is a YouTube summarizer that uses GPT3 to provide easily readable summaries with timestamps of long videos such as lectures, live events, and government meetings. Unlike Eightify, summarize.tech has no usage limits and is ideal for those seeking a quick summary without too much in-depth information.

18


Gimme Summary AI
How to use
Click on the extension icon

Gimme Summary: Summarize web articles effortlessly with ChatGPT AI. The free Chrome extension condenses article content with the help of ChatGPT's advanced algorithms. Simply install the extension and ask ChatGPT to generate a summary. Compatible with all websites, this tool makes article summarization a breeze.



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Try it with these samples

19

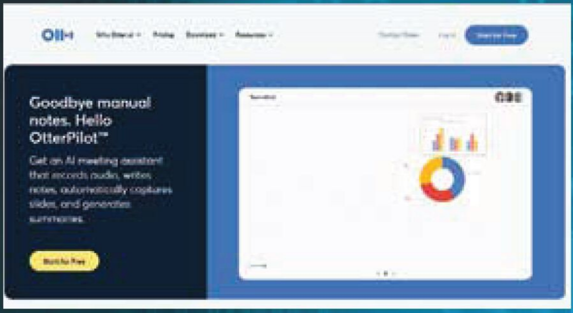
SkimIt.ai: Skim-it.ai offers a quick solution for busy individuals who come across an intriguing article but don't have time to read it. Simply share the article's link with go@skimit.ai via email, and within 10 minutes, an AI-generated summary will be delivered to your inbox.

20

WordTune Read: Wordtune Read is an AI reader that summarizes lengthy documents for quicker comprehension. It helps you understand essential parts by removing unnecessary words and focusing on significant ones. Highlights of key points enable informed reading while saving time. It also converts videos into summarized text, unlocking your learning potential.

Long Story Short

A revolutionary reading experience



Goodbye manual notes. Hello OtterPilot™

Get an AI meeting assistant that records audio, writes notes, automatically captures slides, and generates summaries.

21

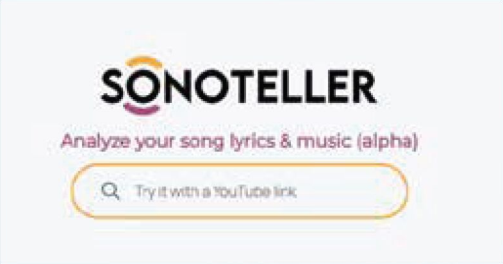
Otter: Otter is an AI meeting assistant that records, writes notes, and generates summaries. Collaborate in real-time by adding comments and highlighting key points. It integrates with Google and Microsoft calendars and records meetings on Zoom, Teams, and Meet. Otter captures shared slides for full context and generates summaries for easy recall and sharing of key information.

22

Fireflies: The tool enhances video conferencing by automating note-taking and transcription processes while providing valuable insights into decision-making dynamics with advanced AI algorithms. Seamlessly integrated with popular video conferencing tools like Zoom, Teams, and Webex, optimize your workflow and maximize potential with our innovative platform.

Automate your meeting notes

23


SONOTELLER
Analyze your song lyrics & music (alpha)
Try it with a YouTube link

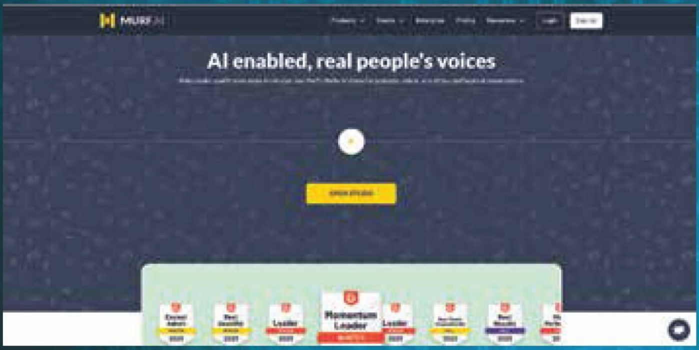
Sonoteller.ai: The AI tool provides accurate and in-depth analysis of songs, including a comprehensive summary. It analyzes the lyrical content, instrumentation, genres, and moods of songs. To use it, simply paste a YouTube link of the song and get the analysis for free.

AI speech-to-text transcriptions

24

Whisper: Whisper is a versatile speech transcription model that performs multilingual transcription, translation, and language identification. Trained on diverse audio datasets, it has a range of model sizes, including the latest large-v2 version. Check out the Versions page for more details and links to all previous model sizes.

25



Murf: Say goodbye to the hassle of recording voiceovers and narration with our powerful text-to-speech engine. Create natural-sounding synthetic vocal recordings with ease, choosing from over 100 voices and dialects in 15 languages. Easily incorporate your output into automated marketing or video content, streamlining your production process.

26

MacWhisper: OpenAI's MacWhisper is a state-of-the-art transcription tool that easily converts audio files into text. With features such as srt and vtt subtitles export, CSV export, support for 100 different languages, and the ability to remove filler words, MacWhisper can transcribe accurately in seconds.

MacWhisper

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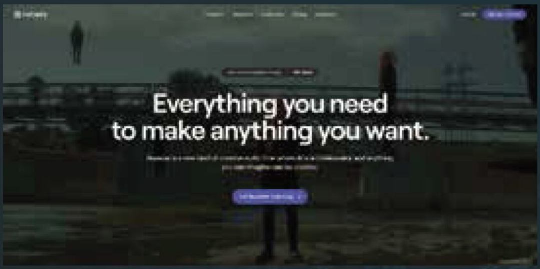
AI visual editors

27


Everything you need
to make anything you want.

Runway: Runway is an AI-based creative platform founded by artists that offers photo and video editing tools with various AI features like green screen, image expansion, and 3D texture creation. It's free with certain limitations and charges $15 per month for full access. The platform also includes Runway Studios, which is a production partner and platform for the next generation of storytellers.

28

Looka: Elevate your brand identity with our cutting-edge tool. Our AI-powered platform creates distinctive logos that embody your company's style and messaging, making it easy to stand out from the competition. Even if you lack design skills, our tool simplifies the process of creating customized marketing material. Unleash your creativity and make your brand unforgettable with our powerful platform.

Design your own beautiful brand
MENU

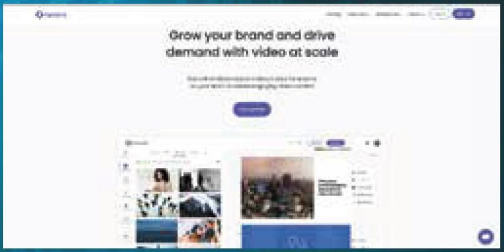
29

GENMO
Fantastical video generation
Tell a story

Genmo: Create animations from still images using text prompts with the free, but limited, tool. Genmo Chat can assist with image and video editing, with the added power of human collaboration. Create stunning, high-quality videos from text with AI-powered video generation tools for a fantastic 3D experience.

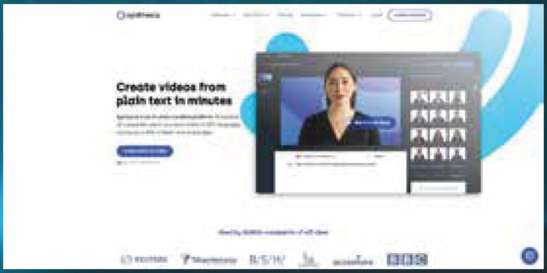
30

Lumen5: Lumen5 is an online video creator that helps you easily create engaging video content using AI. With point-and-click, drag-and-drop features, you can transform blog posts or zoom recordings into captivating video clips using customizable templates.


Grow your brand and drive
demand with video at scale

31

Synthesia: Create high-quality videos with ease using Synthesia's AI video creation platform. With 70+ avatars and support for 65+ languages, our tool enables text-to-video conversion, saving up to 80% of time and budget. Join thousands of companies who have simplified their video creation process using our innovative platform.


Create videos from
plain text in minutes

AI audio tools

The One-Stop Shop for Broadcast Storytelling

32

Podcastle: Revolutionize your audio recording and editing experience with our platform, featuring integrated AI tools. Create crystal-clear, professional-quality recordings effortlessly with AI-powered noise reduction and transcription capabilities. The intuitive platform automates tedious tasks, leaving you with more time to focus on what matters most - your content.

33

Krisp: Remove distracting background noise and elevate your conference calls with advanced application. The cutting-edge algorithms remove unwanted elements like echo and background noise in real-time, ensuring that you always come across as clear and professional.

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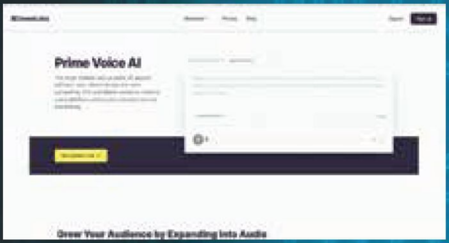

Prime Voice AI

Grow Your Audience by Expanding into Audio

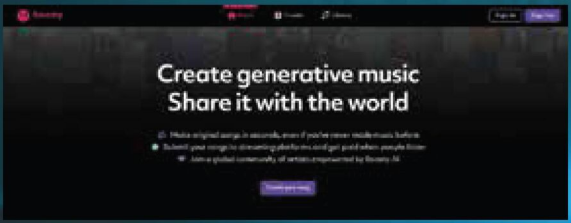
34

Eleven Labs: Eleven offers the most realistic and versatile AI speech software for creators and publishers. It allows users to generate speech from text for free up to 10,000 characters per month. Users can also clone an existing voice by subscribing to the $5-per-month plan. With Eleven, users can access compelling, rich, and lifelike voices to enhance their storytelling capabilities.

35

Riffusion: Riffusion is a music generation tool that uses a neural network to create music based on text descriptions or images of sound, rather than audio input. It's built on Stable Diffusion, an open-source model for generating images from text prompts, and has been fine-tuned to work with spectrograms.

bongos on a havana street

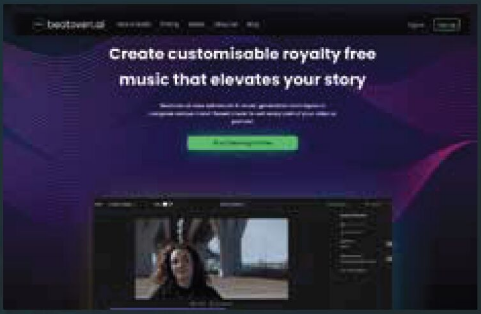

Create generative music
Share it with the world

36

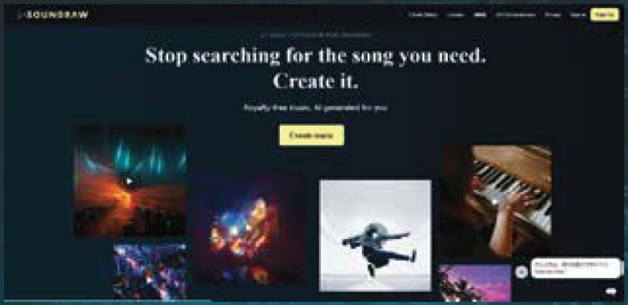
Boomy: The platform enables users to create original music in seconds, regardless of their prior experience with music production. Users can submit their creations to streaming platforms and earn money based on how frequently their songs are played. Boomy AI also features a community of artists who utilize its tools to create and share their music.

37

Beatoven: The AI-powered music generation platform allows users to create customisable, royalty-free music for their video or podcast content. Users can select a genre/style, make cuts, choose from a selection of moods, and then hit compose to let the AI generate a unique track. The platform offers eight different genres, 16 moods, and the ability to make multiple cuts to match the mood of the content.



Create customisable royalty free music that elevates your story



Stop searching for the song you need.
Create it.

38

Soundraw: Generate unique, royalty-free AI music effortlessly. Choose your desired genre, instruments, mood, and track length, and let the AI do the rest. No more searching for the perfect track - sit back and enjoy your custom-made music.

Code Generators

39

Tabnine: It is an AI-powered code completion tool that uses generative AI technology to suggest the next lines of code based on context and syntax. With whole-line and full-function code completions, as well as natural language to code capabilities, Tabnine helps you code faster and more accurately. Become a superpower 10x developer with Tabnine's advanced code completions.

AI assistant for software developers

OpenAI Codex

We've created an improved version of OpenAI Codex, our AI system that translates natural language to code, and we are releasing it through our API in private beta starting today.

40

OpenAI Codex: Convert natural language to code with this new and improved AI system. The OpenAI Codex API is available in private beta and can be used in over 12 programming languages.

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GAMING MONITOR

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XG2431 GAMING MONITOR

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1ms
AMD FreeSync Premium

The ViewSonic XG2431 is a 24-inch IPS panel with FHD resolution, 240 Hz refresh, Adaptive-Sync, HDR, and premium build quality. The monitor uses IPS panels, which provide wider viewing angles, and has 0.5ms MPRT response time, blur busters 2.0 certified gaming monitor that supports AMD FreeSync technology. Overall, it looks promising gaming monitor at a competitive price for budget-conscious gamers.

▾Easy to setup

ViewSonic XG2431 is an affordable gaming monitor with sturdy build quality and easy tool-less assembly. It features a thin bezel on the top and sides, while the bottom bezel is slightly thicker with branding. The stand offers complete adjustments, including tilt, portrait mode, height range, and swivel. The input panel has two HDMI 2.0 ports and a DisplayPort 1.2, supporting 240 Hz operation with HDR. The monitor also has two three-watt speakers and a 3.5mm jack for headphones.

▾ OSD Features

XG2431 has a five-button OSD control with nine picture modes, including a Standard preset. Color Adjust includes five color temp presets and RGB sliders, but no gamma presets. Setup menu has HDR and Adaptive-Sync controls, as well as PureXP for blur reduction. Manual Image Adjust menu has Sharpness, blue light filter, Black Stabilization, Advanced DCR, and overdrive settings. The OSD control may be a bit clunky for joystick users.

▾ Performance

The XG2431 monitor is versatile and suitable for both work and entertainment, with good color saturation, fine detail, and no pixelation or jagged lines at FHD resolution. While black levels aren't particularly deep, contrast is good for enjoyable viewing and working in Photoshop. HDR works well for gaming, with the dynamic contrast feature working brilliantly, and color being rich. The PureXP blur reduction is effective, and with over 200fps, Adaptive-Sync isn't necessary.

The monitor has superb HDR, Adaptive-Sync, and a 240 Hz refresh rate with effective PureXP blur reduction. It's targeted towards competitive gamers who want every possible advantage. The XG2431 has relatively low contrast and a lack of gamma options, but its HDR performance more than compensates. The monitor boasts impressive color accuracy and two high-performance three-watt speakers that deliver impressive audio quality. ■

Overall: 9/10

SCORE

PRICE: **10/10**
PERFORMANCE: **9/10**
FEATURES: **9/10**

KEY SPECS

Blur Busters 2.0 Certified; 240Hz Refresh Rate; Fast-IPS Display with VESA; DisplayHDR 400; <0.5ms MPRT Response Time; AMD Free-Sync Premium; Full HD Resolution

PROS:

Color reproduction; Gaming performance; HDR image; Build quality

CONS:

No gamma options

Bottomline: The ViewSonic XG2431 is a top-tier gaming monitor that truly shines when used for HDR content. Boasting exceptional video processing and an incredibly responsive 240 Hz refresh rate, it delivers everything that competitive players require, all at an affordable price point.

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